

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

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VOL. LXXVIII.

NEW YORK, FEBRUARY 15, 1912.

No. 7



UNIV. OF MICH.

FEB 19 1912

A letter received by us recently reads as follows:

"Dear Sirs:

So much satisfaction has come to me in the years in which your firm has handled our advertising that I feel like making an unsolicited acknowledgment of the fact.

Judging from my own case, you afford small customers the same four-square treatment, and give to their problems the same real value of your wide experience, as though they were large and important customers. This is what makes a great and trustworthy business.

Investigation upon our part of other advertising agencies, and a still more thorough investigation of the question of handling our own advertising, results only in tying us still more closely to N. W. Ayer & Son.

With best wishes,

Sincerely yours,

Here is a case where it seems best to let everyone act as his own moral detector.

Philadelphia

New York

Boston

Chicago

Cleveland

**8,000,000 CARRIED
BY B. R. T. IN 4 DAYS**



**SUBWAY TRAFFIC
MORE THAN DOUBLED**

INTERBORO'S BUSIEST WEEK.

**14,350,282 Rode on Elevated and Sub-
way Lines in Six Days.**

2,460,000 RODE IN ONE DAY

**On Subway and Elevated Monday—
Times Square Station Crowded.
Monday's travel on the Subway and the
elevated railroads of Manhattan set a new**

**OUR "Over" Means a Million
and Over**

When we say that the car systems on our lists carry "Over 3,000,000 Daily" we often mean 4,000,000 and even 4,460,000, as the above clippings prove. Our circulation does not get any part of its immensity from over-statement; the Public Service Commission's reports prove the accuracy of our traffic figures.

Advertisers using the Cards and Posters of the New York Subway and Elevated and the Brooklyn Rapid Transit COVER Greater New York with MAXIMUM thoroughness.

We have exclusive control of the Card and Poster Space of the Subway and Elevated Lines of New York and are Sole Agents for all Car Advertising in Brooklyn

WARD & GOW

50 Union Square

New York

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

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THE ADVERTISING MAN OF TO-MORROW

WHAT THE ADVERTISING MAN OF THE FUTURE WILL BE—A SPECIALIST, WORKING FOR ONE HOUSE, YET APPLYING SPECIAL KNOWLEDGE MORE WIDELY THAN THE ALL-AROUND ADVERTISING MAN OF TO-DAY—WHERE THE ALL-AROUND ADVERTISING MAN IS BEING LEFT BEHIND—HOW HE CAN KEEP UP WITH THE PROCESSION

By James H. Collins.

II

To judge what the advertising man of to-morrow will be, it is well to look around in the world of business generally and note some tendencies.

We often hear it said that this is an age of specialists—that the man who makes the big success is the fellow who can do one thing and do it well.

It is an age of specialists, but that is not a very good definition of a specialist. For the time cometh, and indeed now is, when the man who can do one thing exceedingly well must also make it harmonize with what others do, and put it on a broad, human basis.

Talk with the executive who hires engineering graduates. He will tell you that the young engineer fresh from college is a lad of infinite possibilities and also infinite exasperations. No matter how sound his grasp of technical theories and practice, he usually has to be taught to control himself, to work with others, to manage wage earners, to see that there is far more engineering than the studies he pursued at "Tech." The engineer-executive is often found in high positions nowadays. He is always a man who has developed the broad, human side of a business so well that many of the

technical things he learned at college have been forgotten. When he has some complex strains to figure he turns the job over to a chap who learned that so well that he has never been able to learn anything else.

Now the advertising man of to-day is often a specialist in this narrow sense. It is his function to express business by the printed word. He got his training on the college paper, or in an advertising agency, or a publishing office. He centers on writing, display, illustration, paper sizes and circulation figures, and succeeds in giving the business such a striking expression that the house cannot begin to live up to the expectations aroused in readers.

A great deal is heard just now of "service" in connection with advertising.

Some time ago two young men, proprietors of an advertising agency, laid before a clothing manufacturer a "service" advertising campaign. The clothing manufacturer listened attentively, but when they had finished said:

"Gentlemen, that is a good *advertising* plan. But what I want is a *clothing* plan. I see that you have not followed events in our trade. So many things have happened lately that I don't believe I could tell you about them clearly in an all-day conference. But if you are willing to familiarize yourself with our business so that you could draw up a real clothing plan, I could indicate points which you might investigate for the next month."

Those young agents bade him good-by and faded away. They went out and never came back. He had called the turn squarely on their "service," and found they did not really want to serve. He was not willing to make his business fit their plan, so they dropped him with the comfortable reflection:

"Just like a manufacturer! Because he has made clothing all his life, he imagines his business is peculiar and cannot be advertised."

Next month that agency issued a fine booklet entitled "Service." It skilfully enumerated the points that a thorough service investigation ought to cover. And every one of those points dealt with something that the clothing manufacturer had assured them they ought to investigate in his line!

Up to now the advertising man has often been an outsider to the world of industry. Either as agent or advertising manager, he has gone to the manufacturer with strong claims for the value of advertising. He proposes to tell the wonderful story of the product and make the brand synonymous with quality in people's minds. The manufacturer has listened, told him to go ahead, proved the value of advertising, and then found that something better than a wonder-story was wanted, and something more direct than this literary and outside point of view.

CAN SEE HIMSELF EVOLVING

As an outcome the advertising man of to-morrow can look over the country at this very moment and see himself evolving everywhere. He will be found in factory offices, sales branches and other quarters of the world of manufacturing and distribution. He is starting, not with the college paper or the solicitor's dummy, but by selling goods on the road, or taking care of the city trade, or running a department in the works. Sometimes he is an engineering graduate. Again, he is a grizzled salesman. But everywhere he is taking hold of advertising from the advertiser's end rather than that of the space-seller. He is centering all his effort on one advertiser's business. He knows the ins and outs of the product, the difficulties of trade distribution. He searches for strictly trade solutions to knotty little trade problems. He understands the real consumer well enough to get his attention by points of real attraction in the

goods instead of a wonder-story. He is part of the sales force and the factory staff, and close to the employer who pays his salary.

This new advertising man has not attracted much attention from the old agency and publishing men. They see him as they go around the country, and very often he is rather a naive lad, anxious to learn, who makes one smile with his disconnected questions.

"Oh, well," says the old practitioner, "he'll be a darn nice fellow when he grows up."

But that new type is growing up, and he is presently going to be a stiff competitor for the other kind. He already outnumbers the agency and space-selling men at least ten to one. For he is found in hundreds of small factories, handling advertising that goes into nothing but trade and technical papers. It is *he* who has suddenly made the advertising club thrive all over the country. It is *he* who earnestly sits down to discuss advertising fundamentals and exchange data about actual results after carefully shutting the agency man and the space seller out. And he is pressing to-day for reforms in advertising that should have come ere this. The agency and space men always hoped those reforms would come. This newcomer, however, is taking the field to see that they *do* come, because the evils that stand in their way cost his boss a whole lot of money.

Now, this new advertising man, the fellow of to-morrow, offers an interesting little problem in competition for the all-around advertising man whose experience has been gained in one of the big centers. For as he gains experience himself, and grows up, he is undoubtedly going to handle much of the advertising of to-morrow right at the factory. The all-around advertising man will object. "But how will he get the publishers' commission?" And the answer to that is probably that there may not be any publishers' commission. The latter represents something that has almost been outgrown by the present-day agency.

There is only one way in which

Everyone Admits

(Those thoughtfully interested in advertising media)

that we reach the most desirable people, and more of them than any other periodical published—that our circulation constitutes the greatest purchasing power of any—that its definite concentration in America's trading centers is unexcelled.

THE ONLY QUESTION

is the value and character of the Magazines themselves, and the most conservative, intelligent advertisers are recognizing that a list of the world's most famous writers and artists, as long as your arm, whose efforts we have secured for 1912, answers this question satisfactorily.

TRADITIONS

when confronted by vital facts and media of superior merit, are costly precedents.

SUPERIORITY PLUS

The Family Magazine Section

• THE MONTHLY • MAGAZINE SECTION OF

"AMERICA'S GREATEST DAILY PAPERS"

The Chicago Tribune
The Pittsburg Dispatch
The Washington Post
The St. Louis Globe-Democrat

The San Francisco Call
The Boston Globe
The North American, of Philadelphia
The Cincinnati Enquirer

THE ABBOTT & BRIGGS CO.

Chicago

General Managers

New York

P. S. Don't forget that the

CANADIAN EDITION OF THE MONTHLY MAGAZINE SECTION OF "CANADA'S GREATEST DAILY PAPERS"

The Vancouver Province
The Winnipeg Telegram
The London Free Press
The Hamilton Spectator

The Toronto Weekly Star
The Montreal Gazette
St. John Telegraph
The Halifax Herald

200,000 Circulation, \$1.00 per line

will be issued on April 13th (the first issue) and goes to press February 25.
Wire, write or phone for position.

the all-around man can meet this newcomer, and that is by developing as fast as he does. This will be done by specializing, probably. Instead of undertaking to handle the advertising for any kind of business that came along, the all-around man will center on a few lines that really interest him and become a real factor in them by thoroughly understanding their trade and technical conditions. It may be foods or textiles, machine tools or structural materials. Whatever he selects he will have to study diligently, be a wide reader of technical books and journals, attend the conventions, follow the trade movements and fashions and know all the men and concerns.

The advertising man of to-morrow is going to be an *insider*.

Facts upon which advertising ought to be based cannot be secured from the outside. The outside copy man may talk with the factory superintendent, view the process, listen to the purchasing agent on the subject of good and bad materials, write down the points of merit in the forthcoming model, and construct a series of announcements that will be interesting and impressive.

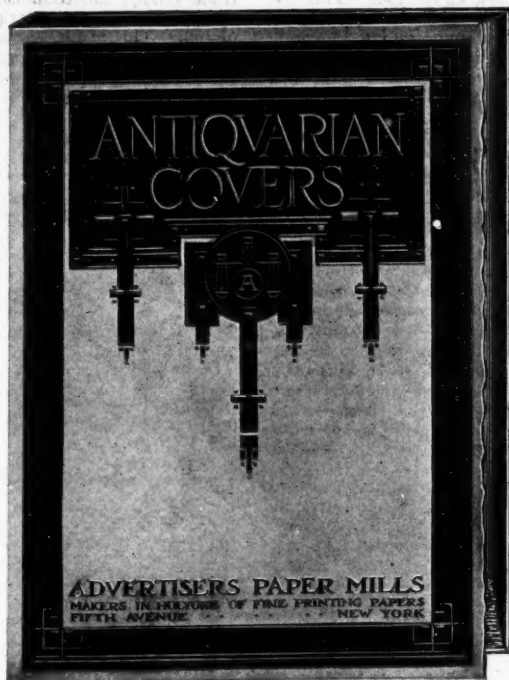
Yet that is not the whole of the story. It is only the high lights, and maybe they are distorted. The factory superintendent is not a talker, and in telling the copy men what he considers notable about the product he may overlook precisely the points of real advertising interest. The purchasing agent may be able to tell nothing new about materials—the real point is in the sum of a dozen little superiorities of quality and in the way the materials are put together and the goods inspected. Processes may be just like those followed in every competitor's factory, yet the goods are superior and are sold year after year because they have little niceties of design and finish. The sales-plan expert coming from the outside may canvass the trade, tabulate superficial figures about the consumer, and lay down a striking scheme after a surface study. But he cannot get the close contact with the business that comes to the inside man who

is part of it, whose whole time is spent with it, who follows the trade gossip, the technical developments, the consumer's complaints. The insider is with the factory men while they experiment with new things, and with the boss and the sales force when they try them on the dog in a corner of one city. Where the outsider kicks up a lot of dust in the copy, and emphasizes wonderful and fearful points of merit, the insider is a quiet specialist in the true sense, following all the little points of enduring importance.

CAN'T GET AWAY WITH "WONDER-STUFF" MUCH LONGER

Advertising is becoming more and more special and technical. The days when a staple could be boomed by writing general wonder-stuff about it are passing. That was all very well when only one concern had had the courage to advertise such a staple so far, and when advertising for it was entirely new to the public. With a dozen, or twenty, or fifty houses advertising the same staple, however, and more coming into the field all the time, it is obvious that copy must have a more intimate appeal, and that finer points in distribution must be dealt with. This calls for a specialist who knows conditions better, and who can, at the same time, make advertising fit the general production and distribution machinery of the house he works for. It calls for the insider.

The all-around, outside advertising man who wants to grow with his industry will first select the special lines he wants to work in. Then he will study them technically. It is astonishing that he has thus far read so little along technical lines. The trade press and the technical libraries are open to him, however, and the technical men he can meet everywhere will yield information as fast as he is able to understand and use it. There are technical conditions to study and technical movements to follow. In this direction lies progress. If he is going to be with us to-morrow, he will begin to get busy.



Above we have tried to picture the cover of **THE BOOK OF ANTIQUARIAN COVERS**. This book measures $9\frac{1}{2} \times 12\frac{1}{2}$ and contains 36 separate and distinct cover design suggestions in from one to six colors and embossed, all of them good, some of them wonderful. The book has been called "The Advertising Managers' Guide to Right Paper." A copy of it awaits your call—write on your business stationery, mentioning Printers' Ink

ADVERTISERS PAPER MILLS
Makers in Holyoke of Fine Printing Papers
FIFTH AVENUE BUILDING, NEW YORK

FORM LETTERS THAT MADE GOOD

SPECIMENS OF DIRECT SALES EFFORTS THAT SCORED—IT'S THE SPIRIT AND NOT THE RULE THAT TELLS—LETTERS THAT ARE LETTERS AND NOT CIRCULARS

By Jonathan John Buzzell,
Publicity Counsel for The Poole
Company, and Tailby-Nason Com-
pany and Editor of "Letters
that Make Good."

How many, many times we hear it said: "That's a good letter," or "That's a live one—real snap to it." I have often made these or similar comments; so, probably, have you. Now we do not mean this at all. When we hear the report of a rifle we do not say, "That was a fine shot." We wait until we have examined the bull's eye and have seen where the bullet went. The "bullet-hole" is the only test upon which intelligent judgment can be passed.

To those who have watched closely the evolution of the business letter during the past few years there have come rather startling revelations that in many cases flatly contradict some of the old ideas that are pretty well fixed in the minds of many letter writers of to-day. A great deal of damage has been done by attempting to make the writing of letter copy conform to the same rules that have been successfully followed out in the writing of advertising copy where display and illustrations are, or may be, used. In other words, we have tried to force advertising down the throat of the business man by giving it the form of a letter, with the letter left out. The idea is that he will read a letter because it is a letter—if the scheme be subtle enough.

The opening paragraph must be striking and interesting, so we are told. True. But the fact that it is a letter—if, indeed, it be a letter—will get attention. And that is right where the pinch comes. The opening sentence is often so "striking" that it "strikes out," and thus defeats its own purpose.

There is nothing so attention-compelling as a legitimate and self-apparent reason for writing the letter, revealed in the first paragraph. Unless there is such a reason a letter should never be written. Indeed, a letter cannot be written—you may write a circular, but not a letter.

The difficulty nearly always lies in lack of proper analysis and collection of facts. More time and energy is usually spent in searching for "clever sayings" than in searching for facts. A letter may be infinitely clever, and possess all the essential points of what we all agree to be a good letter, and yet be a failure as a puller, simply because it is infinitely clever.

To illustrate the point I am trying to make I have selected some examples that have come under my attention. A concern making a specialty used by paper box manufacturers sent out a letter written by a member of the firm who had never paid any particular attention to letter writing other than to endeavor to express his ideas understandably. This letter violated about every principle of letter writing that we have had laid down for us by the rule makers of the old school. After it had been tried out another letter was written for them by a professional letter writer who advertised his services by mail, and who never saw the plant or product, or even talked with the proprietors. He claimed to "write letters that pull big orders," or something to that effect, and he was tried. The same number, 250, of each letter was used, and they were sent to a list of the same class in the same territory. The first letter, written by the member of the firm, brought twelve trial orders and a total of \$4,135 business, with ten of the twelve accounts still active. The letter follows:

Gentlemen:

We are manufacturers of No. 90 Imported Kraft Stay similar to the enclosed sample. Our paper is made from Sulphate Pulp and coated with glue especially adapted for stay purposes. We guarantee the paper to give satisfaction.

Increased sales volume during 1912 depends upon keeping away from the noise.

This is a presidential year—the period of selling uncertainties. Business will be good for brass bands, orators and livery stables, but the balance of activities will have to hustle to pay the fiddler.

Placing advertising copy in The

Vickery & Hill List and The American Woman

will place you in direct touch with 1,750,000 families in the smaller towns and country—away from most of the campaign noise—where the public mind can concentrate upon buying.

Then the readers of these papers are *known* buyers who already have poured millions into the pockets of hundreds of advertisers who have advertised continuously for years.

FREE A book dealing in facts about the 1912 situation and how to keep sales on the increase despite the campaign noise. Every advertiser who ever carried a torch or worked around the bonfires and roman candle companies during his younger days will appreciate this book.

The Vickery & Hill Publishing Co.

30 N. Dearborn St.
CHICAGO

Augusta
MAINE

Flat Iron Bldg.
NEW YORK

Our price in 500 lb. case lots is 7½c. per lb. f.o.b. your city.

We would be pleased to receive your order for a sample case.

The second letter brought only one trial order on which the gross profit was seventy cents, and the customer has never been heard from since.

Gentlemen:

Old General Brag can't go very far as a salesman unless he is backed up by the goods.

And it is better to let customers do the bragging. Many shrewd buyers who use LIBERTY KRAFT STAY say it is the best they have ever used.

We are so sure of its excellence and superiority that we will allow you to test it fully at our expense. This is how we will do it:

Fill out and mail the enclosed detachable post card, and we will ship you a hundred pound sample order at the regular case price of 7½c. f.o.b. your city. You give it a thorough test, and if you do not find it the best value you ever had there will be no charges.

That's the way we back up our LIBERTY KRAFT STAY, and that's the evidence of our certainty that it will make good.

You do not get any fairer or squarer proposition than that.

We do not expect to wait long to receive your trial order, under the above conditions, and we are certain that after you have given it a trial you will not wait long to repeat the order, with the intention of using LIBERTY KRAFT STAY permanently.

It may be argued, and it is often true, that there is a psychological moment or opportune time, but in this case no difference in conditions could be discovered, and no other reasons could be found than that one letter was a simple, frank statement of fact and the other an attempt at "snappy" sales talk. I have personally known the details of other cases similar to this one and it always worked out that the letter stating the facts in a clear, concise way won out over the letter with frills, fine language and "clever" sales talk. There is no question that the letter that got the business in this case could have been improved, but the man who attempted it was working along the wrong lines.

There are three points that must be made in every letter if it is to be successful. The first point to be established is confidence. That may be made by first giving the reader a legitimate

reason for writing him. After confidence has been gained, the message will be read, and this, of course, must be made convincing to be effective. The reader is then ready for a distinct offering which means the exposition of opportunity.

As an example of putting dignity and confidence into a fire sale, a letter sent out by a dry goods house in a city of about 100,000 stands out in striking contrast to the usual flamboyant "Fire-Smoke-Water-Great-Sacrifice" style. This letter proved such a tremendous puller, and that from the very best class of women in the state, that it was found necessary to put up a fence on the stairway leading to that department where the sale was held, and to let the women in and out by groups.

Dear Madam:

You are invited to attend a Private Sale of the stock of our Lingerie Shop, which was damaged by fire on the night of December 7th. This sale will be held in the Hall and Parlors of the Trocadero, commencing Tuesday, January 1st, at 10 a. m., and continuing the remainder of the week. Entrance may be had either through our Art Dept. or from Mathewson Street.

The stock, consisting of high-class French and Domestic Underwear, Corsets and accessories of all kinds, Infants' Wear of every description, Silk Petticoats, etc., was only partially damaged by smoke and water; in fact, most of it is in absolutely perfect condition. However, as we desire to open our New Lingerie Dept. with complete assortments of new goods, we have decided to close out everything that was in the Lingerie Shop at the time of the fire at greatly reduced prices.

We send you this special notice as we feel that our regular customers should have the opportunity to secure first choice of the bargains offered at such an unusual sale as this.

Hoping that you will be able to attend, we remain,

Yours very truly,

P. S.—We also wish to notify you that our annual January White Sale of Linens, Wash Goods and Embroideries and our Clearance Sale of Suits and Garments will commence at the same time—Tuesday, January 1st.

The letter displays, on close inspection, a certain subtle cleverness that is without question the secret of its success. There is an air of honesty about it, given by its simple statement of facts, and it offers an opportunity that,

Chronicles of New England

Feb. 15, 1912

By H. B. HUMPHREY

Educational Standards

THERE are upwards of thirty schools of higher education—universities and colleges—in New England.

The average enrollment is about 900. Harvard has the largest, with over 5,000 students; Yale has upwards of 3,200. Among women's colleges Smith leads numerically with some 1,600 students; Wellesley has over 1,300.

Of the total enrollment of students in the universities and colleges of the United States (163,000), New England has 28,000, something over 17 per cent.

New England has, however, but 7 per cent. of the national population. The enrollment here of 17 per cent. of the collegians of the entire country is accounted for by the coming to New England colleges of young men and young women from all parts of the world; for the great educa-

tional institutions of New England are not local or sectional in character.

New England owes a serious responsibility to the country, and up to the present time has discharged its responsibility with honor. Moreover, this quality ideal in higher education has leavened New England's industrial life. Manufacturers in New England aim at quality standards that will justify national confidence in her industrial as well as in educational products.

Just as New England men and women have gone out to help up-build the west and south, and as the products of her educational institutions have equipped natives of all the states to work out the national destiny, so New England-made goods are finding their way everywhere to emphasize the principle of "New England Quality."

This is the day for the New England manufacturer to realize the value of practical publicity as a component of merchandising efficiency for his New England-quality product. His first market should naturally be his neighborhood—his ultimate market the entire country. And this market will also welcome goods of real merit offered by any American manufacturer, regardless of geography. Let us tell you more about it.



H. B. HUMPHREY CO., BOSTON

"The Logical New England Agency"

together with the fact that the women to whom it was sent had previously patronized this store, furnishes ample reason for writing the letter. The "You are invited" in the opening paragraph is a strong attention-getting appeal to women.

Another good example of a letter with the strong personal note, which furnishes a reason for writing, is one used by a Western salesman for a Boston crockery house, as follows:

Dear Sir:

When you bought from me last year you will remember what I said about our new German buyer, and what great things I expected of him.

He has more than made good. When I arrived in Boston last week and saw the enormous number of entirely new and striking decorations that he has brought over I at once thought of you, for I know that you will be just as enthusiastic as I am over this new line of popular price goods.

This new German buyer is an American and spends most of his time studying the demands of the American market. He knows just what the buying public wants, and he has shown remarkable ability in his selections. The extent and variety, the delicate tints and beautiful shapes of this new line will please you and your customers just as much as it pleases me—it is well worth waiting for.

Each year for five years I have been improving my line, always making careful selections to meet the requirements of my trade, and now that I am coming to know your wants better I am confident that this year you will say Coleman has the best line of popular price goods you have ever seen.

I am now busy selecting samples for my Import trip and will see you as soon as I can. It will pay you to see my line before ordering for it means greater satisfaction to you and your trade.

I am thankful for past favors and wish you a big 1912.

On a previous trip he had told his customers of a new German buyer just employed by his concern and about this fact was built the letter which he sent out just before starting on the road with the new line. The object, as you will see, was to recall previous conversation and to work up anticipation in the minds of the trade sufficiently to impress them that he had something worth their while waiting for. This letter proved to be a big winner for the salesman using it. How easily it could have been rendered valueless by starting off something like

this: "It will mean big losses to you unless you wait to see our new German line before you buy."

Another example of what good, sound-reasoning argument will do toward getting orders is a letter sent out by a shoe manufacturer in the South. The letter was sent to a list of Southern prospects—merchants whom they had never sold. They made a careful survey of the general trade conditions, and then, in the words of the advertising manager, "went after them with clean-cut proofs of the pecuniary advantages in handling our product." Trade conditions were bad among the Southern merchants at the time the letter went out, and it was aimed at convincing them that the quality of the goods they were handling had something to do with it. A self-addressed Government postal card was enclosed and that, of course, helped to get action. Some good "direct" orders were received from catalogue inquiries by use of a follow-up system, besides the many orders obtained through request for salesman to call with samples. The letter follows:

November, 1911.

Gentlemen:

Are you selling twice as many shoes as you sold last year—if you are not, don't blame it on nine-cent cotton, warm, dry weather or the revision of the tariff—the only reason that you are not selling more shoes than you sold last year is that you are not handling the right line of shoes.

About a week ago we telegraphed fourteen of our best customers, scattered all over the South, and asked them to let us know how their shoe sales this year compared with their sales last year, and the replies from these fourteen progressive merchants showed that their average gain over the same period of last year was 98%.

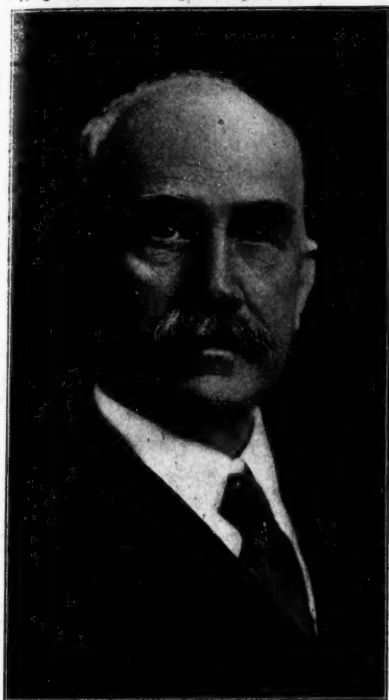
There is no guess work about this—these are actual figures—and as these merchants are located in Virginia, North Carolina, South Carolina, Georgia, Alabama and other Southern states, it proves conclusively that our customers in your section are selling nearly twice as many shoes as they sold last year.

Can you afford to continue to ignore our line when we can prove to you that our customers sell more shoes than merchants handling other lines? Can you afford to ignore our line when the best merchants all around you have found that our shoes wear longer than other shoes and are trade-builders? Can you afford to let your trade get

(Continued on page 95)

"The Office of Governor"

Copyrighted, Harris & Ewing, Washington, D. C.



HON. JUDSON HARMON.

Hon. Judson Harmon, twice elected Governor of Ohio, has written for a forthcoming issue of *The Youth's Companion* on "The Office of Governor."

Other articles of nation-wide interest and importance to appear in early issues are:

THE GOVERNMENT AND THE RAILROADS,

President Hadley of Yale.

THE MAIN ELEMENTS OF SUCCESS,

President Maclaurin of the Mass. Institute of Technology.

INCOMES OF AMERICAN FAMILIES,

E. Dana Durand, Director of the United States Census.

THE BIG BROTHERS OF NEW YORK,

Jacob A. Riis.

More than two hundred other noted men and women have written for

The Youth's Companion

Families for 1912.

EVERY LINE IN THE COMPANION IS "WORTH WHILE."

**THE ADVERTISER WHO DOES NOT USE THE YOUTH'S
COMPANION IS MISSING THE MOST IMPORTANT AGENT
IN AMERICAN FAMILY LIFE**

PERRY MASON COMPANY — BOSTON — NEW YORK — CHICAGO

Ethridge

PRINTING

ART



Children frequently suffer from headaches. Headaches cause wakefulness.

Next time your youngster is afflicted with wakefulness, bathe his feet in hot water, using Ivory Soap.

By no possible chance will harm follow; and it is almost a certainty that good will.

But please remember one thing: It is the hot water that soothes the child's nerves. Ivory Soap makes the bath more efficacious. But Ivory Soap has no medicinal virtue. No soap does.

For full, safe and free facts regarding the reasons for advertising in *The Ethridge Company*, see the inside of the cover of this advertisement.

Ivory Soap It Floats

An example of pen and ink handling by the Ethridge Co.

If your competitor uses a picture of an aeroplane in his advertisement, you are not "going him one better" if you run an advertisement with two aeroplanes in it. Imitation is always a sign of weakness—of some kind or other. The advertising of our customers is always different—one of its many strong points.

* * *

"The Ethridge Company. Gentlemen: Yours is a wonderful organization; the best I know of. I am thoroughly in sympathy with it, believe in it; believe in you and your men."
Extract from letter received by The Ethridge Company.

All the words in the dictionary are at the free disposal of everybody who wants to use them. Any man can claim, in the most positive and convincing language the dictionary affords, that he is the best man in all the world to shoe your horse, paint your house, or cure your cold. Mere words prove nothing. The record of actual achievement is what counts. This is why we had much rather show you what we have done than tell you what we can do. Come in and get acquainted.

* * *

"The Ethridge Pace" is the title of our new house organ.

The name "Pace" is derived from the first letters of the words "printing," "art," "copy," and "engraving," which represent the leading features of the Ethridge Service—*The Ethridge Company is not an agency, and does no "placing."*

"Pace" is issued primarily to exploit the Ethridge facilities; but we propose to make it a magazine of helpfulness to all advertising men, and especially to Advertising Agencies.

This will be accomplished by showing a wide variety of high-class methods of treatment in illustrations, copy, plates and typography, thus enabling the reader to compare different forms, decide which will be best for his purpose, and specify his wishes without loss of time or experimental work.

"Pace" will be mailed to members of the advertising fraternity on request, and to others on receipt of One Dollar.

Shop Talk

COPY

ENGRAVING

"The Ethridge Company, Gentlemen: We are in receipt of your favor of the 29th instant relative to the making and delivering of three orders for eight drawings. The six drawings referred to reached our office at 7:30 last evening, enabling us to get the cuts (which were made over night) here this morning. We thank you for your efforts in rendering us this service without which we would have missed the publications which, as you know, would have meant considerable."—*Extract from letter received by The Ethridge Company.*

* * *

ARE YOU THE ADVERTISING MAN WE WANT?

The Ethridge Company has a good opening for an advertising man who has had comprehensive experience in writing copy and in general sales-promotion work. Address with full particulars regarding experience and salary desired.

The Ethridge Company.

* * *

When the question of the fortification of the city was being discussed—according to Aesop—the interested advocates of wood and stone each made strong pleas for their favorite material. Then the cobbler piped up from a back seat: "After all, gentlemen, there's nothing like leather." The advertising man who specializes in one particular branch of publicity naturally believes and argues that "there's nothing like it." We specialize in *all* kinds of good advertising, and are prejudiced in favor of none.

* * *



An Ethridge drawing for the General Vehicle Co.

Tell the truth about your goods, and beware of the man who suggests that you advertise them deceitfully. A shady reputation is a cloud that has no silver lining—and it's mighty easy to get. And when a concern once gets it! "How often does your railroad kill a man?" asked the facetious drummer. "Just once," replied the conductor.

The Ethridge Company

Madison Square North
(25 East 26th St.), New York City

Telephone 7890 Madison

CHICAGO, Manager,
A. ROWDEN KING,
21 East Van Buren St.

BOSTON, Manager,
HENRY HALE, Jr.,
406 Old South Bldg.

CLEVELAND,
H. R. LAMSTER,
401 Swetland Bldg.

Phone North 1394

CABLE ADDRESS
"R.M. OWEN, NEW YORK"
REV. IERN. UNION CODE

R. C. RUESCHAW
SALES MANAGER

R. M. OWEN & Co.

INCORPORATED
MOTOR CARS

GENERAL SALES AGENTS
REO MOTOR CAR CO.

OFFICE OF THE SALES MANAGER

LANSING, MICH.

JANUARY NINETEENTH
1912.

Breeder's Gazette.
Chicago, Illinois.

Dear Sir:

We wish to compliment you upon the excellent typographical and editorial efficiency of your special Christmas number. It is without doubt the most effective medium in the entire agricultural and breeder's field.

Yours very truly,

CEE-M

R. M. OWEN & COMPANY

"I have noted with pleasure and hearty approval the shower of congratulations on the Holiday Number. They are all deserved, but the readers of the paper are to be congratulated upon their good fortune in receiving 51 other issues of the same high standard and no whit less helpful."

Jno. T. Montgomery, Sup't. Public Schools, Rolling Prairie, Ind.

The Breeder's Gazette, established 1881, is a weekly farm newspaper, printed for the farmer who makes live stock husbandry a leading feature of his business. The Gazette carries more clean advertising at its published rate than any other paper of its class in the world. For any particulars kindly write to

The Breeder's Gazette
542 South Dearborn Street, Chicago, or

Geo. W. Herbert, Inc.,
First National Bank Bldg.,
Chicago.



Wallace C. Richardson, Inc.,
41 Park Row,
New York City.

Member Standard Farm Paper Association

THE FREE DEAL—DOES THE TRADE DEMAND IT?

HOW SEVERAL CONCERNS LOOK AT THE SUBJECT FROM DIFFERENT ANGLES—THE DEAL AMOUNTS TO A SUB-ROSA CUT IN THE PRICE—A MATTER OF SALESMANSHIP TO OVERCOME IT, SAY SOME WHO DON'T USE IT—A RETAILER'S VIEW

By Roy W. Johnson.

"Free deals?" said the representative of a well-known specialty house selling through retail druggists, not long ago. "Of course we give free deals. Not that we want to particularly, because we think the free deal is economically unsound. We would cut it out if we could, but we can't; the trade demands it."

That sounded interesting enough to seem to justify a little investigating into the subject, to find out whether the trade did demand free deals with enough insistence to overcome the fundamental objection that they are economically unsound. For, theoretically, there is only one answer when the latter quality is called into question. The practice of offering a few extra packages "free" with an order of a certain quantity is economically unsound, because it is an admission that the price asked for the goods is not altogether reasonable. It is simply a tacit price-cutting scheme. Theoretically, that is. Of course, if the trade demands it, so that it is necessary to resort to it to sell any goods, theory doesn't cut very much figure.

One curious circumstance greets the investigator of the free deal at the very outset. Those manufacturers and distributors who do not give free deals are quite willing to talk about them, while those who do give them, or are supposed to give them, show unwillingness to be interviewed on the subject. The free deal seems to be a sort of sub-rosa affair; a little private understanding between the two parties to a transaction. It is the

old "baker's dozen" in a modern guise; supposedly twelve, but in reality thirteen.

The only argument in favor of the free deal which has the appearance of validity is that stated at the outset of this article, namely, that the trade demands it. Yet there is plenty of evidence that it is quite possible to sell goods to the trade without cutting the price, either by direct means or indirectly. At least there are plenty of concerns who do it right along.

The writer has seen a letter sent by the sales manager of a large jobbing and importing house to one of his salesmen who complained because of free deal competition. The competitor complained of was cutting the price by means of extra goods to a point where there was a difference of something like twenty-five cents per dozen, and both articles were made to sell at ten cents to the consumer. It looked like a big advantage for the other fellow, and the salesman was in doubt as to the best way of handling it.

The sales manager put it squarely up to him as a matter of salesmanship. He told the salesman to get the ground absolutely clear at the start—to figure out the actual price per dozen of both commodities, and to compare price with price, and quality with quality. The difference in price was nearly twenty per cent, it was true, but if the difference in quality was only five per cent it might cost the retailer the customer's future trade for the article. As the retailer was in the business permanently, and not simply to make one sale, it behooved him to look at quality a little closer than at price, and not to fall into the error of comparing the price of the one with the quality of the other.

Manufacturers of food products, especially, have suffered from the free deal. W. K. Kellogg has devoted an extensive trade-paper campaign to the demonstrating of how free deals hurt the dealer and the manufacturer directly, while indirectly affecting

the consumer adversely. He has made use of a series of fables retold, one of which is reproduced herewith.

Of course the immediate effect of the free deal is to get the merchant to stock the goods in larger quantity than he otherwise would. The extra goods are not offered

been present, and many interesting arguments have been advanced from both sides. However, my personal opinion is that a free deal is harmful to the giver as well as to the dealer accepting it.

Probably free deals originated with the soap manufacturers and at a time when they could be given without seriously affecting profits. It was first done, not to reduce the regular prices to the retailers, but for the purpose of giving them an incentive to push the goods over others which they were handling. At first the intention of a free deal was undoubtedly realized, but after most manufacturers got into giving free deals the original purpose was defeated.

Retailers who take advantage of free deals do not realize the additional profit which is intended for them because they reduce their selling price. In many cases the retailers get to fighting among themselves and have not only given the consumer the advantage of the deal, but have gone below their cost, and it has brought on a price war.

A very serious matter which frequently comes up in connection with a free deal is that a retailer will overload himself and buy more than he is justified in doing. He frequently hurts his credit by buying more than he should, and where goods are perishable does not keep his stock fresh, which, in the long run, affects the manufacturer or packer of perishable articles.

A retailer who does not take advantage of a deal feels bitter towards the manufacturer's goods that are being sold at ridiculously low prices because of the deal, and feels that he wants to push other lines. In this way a manufacturer's business is affected, and the retailer is no better off, because he does not get the additional profit intended for him.

The H-O Company points out one place where, in its opinion, a free deal is justifiable. In the case where a manufacturer has a limited advertising appropriation, and it is necessary to get distribution as quickly as possible, a free deal may help. It is up to the manufacturer to create a strong demand for the goods, however, if he wants to make future sales without the deal. Of course, if it is necessary to continue the free deal indefinitely, it amounts to a permanent reduction of the price, with a corresponding effect upon the profits.



A greedy gull tried to swallow a very large fish which stuck in its craw and choked it to death. The GROCER who bites on the FREE DEAL proposition is apt to "bite off more than he can chew" and choke his business to death with stale goods. Buy just what you can sell, and, it will cost no more per package than if you bought by the carload, is the feature of our SQUARE DEAL PLAN.

"Won its FAVOR through its FLAVOR"

W. H. Kellogg



HOW ONE ADVERTISER ATTACKS FREE DEAL IN TRADE PAPERS

except with a quite respectable order. In the case of a breakfast food, as Mr. Kellogg points out, the tendency is to overstock the dealer, because he buys more than he really wants and has the extra goods thrust upon him in addition. An overstock of breakfast food grows stale before it is disposed of, and the consumer becomes disgusted with all foods of the same variety, thus injuring the breakfast food industry, including the business of the manufacturer who offered the deal.

The above does not apply quite so forcibly, of course, to products which do not deteriorate with time. But Fels & Company, the soap manufacturers of Philadelphia, express themselves as squarely against the policy. George Nowland, the advertising manager, says:

Like all questions, there are two sides to the free deal, and the manufacturers who do not believe in them, or offer them, feel that they are a disadvantage to themselves, to the dealers, as well as the consumers. Manufacturers who do give free deals claim they are an advantage to the consumers and themselves, if not to the dealers.

This matter has been discussed freely in trade gatherings at which I have

Once committed to the practice, it is disturbing of trade relations later to change.

The Diamond Crystal Salt Company, manufacturer of Shaker Salt, has had considerable experience with the free deal, and has discontinued its use entirely. P. R. Moore, vice-president of the company, states: "We believe the ultimate result is to give away the profit without materially increasing the sales. It, of course, results in bunching sales at the time the deal is offered, but there is a reaction when the deal is discontinued that we believe offsets the advantages of it."

The Rat Biscuit Company, which does business largely through retail druggists, brings out a point of the deal's effect upon the retailer. The result of the deal, it says, is to stock the dealer with a larger amount of the goods than he is accustomed to handling. It takes longer, naturally, to dispose of a stock of this size, and he frequently comes to the conclusion that the goods are moving slowly. This is very apt to lose a portion of the merchant's good will, and give him the impression that the line is a "sticker."

Other concerns, like the H. J. Heinz Company, of Pittsburgh, and B. Fischer & Company, of New York, disfavor the policy. It's their view that it may be all right for the manufacturer who is catering to the cheapest class of trade, which demands the opportunity to cut prices to the consumer. But in dealing with the higher class of merchants it is a question of salesmanship, not of price.

Is it not significant, in this connection, that a large manufacturer of toilet powder found it necessary, not long ago, to issue the threat that if the druggists did not stop cutting the price of his goods he would discontinue the free deal?

Does the trade demand the free deal? A retail druggist was asked his opinion about it. "All I want to know," he said, "is whether the goods will sell or not. I am here to supply, as nearly as

A Valuable Phrase

Circulation value rests on the *worth* of the magazine to the reader.

The magazine that is *necessary* to the subscriber is indispensable to the advertiser.

Readers of The Ladies' World say, "We can't keep house without it."

The deduction is interesting.

THE
LADIES' WORLD
NEW YORK

I can, what my customers want. Certain goods I have always received a deal on, either in the form of extra goods or a rebate. That simply amounts to a reduction in the price, which I can figure out for myself. If somebody else comes in here with similar goods at a higher price, because the deal is omitted, I figure on the demand I am likely to have for them and act accordingly. It is up to the manufacturer to show me that I can handle them at a profit, and when he does that I am willing to stock them, deal or no deal. The free deal is simply a reduction in the wholesale price. Demand it? Of course not. *All I demand is that the manufacturer help me sell the goods he sells me!*"

A. N. P. A. AND A. P. DINNER

The Associated Press and the American Newspaper Publishers Association will hold a joint annual dinner at the Waldorf-Astoria, New York, on Thursday evening, April 25. The dinner will be coincident with the annual convention of the American Newspaper Publishers Association which will be in session at the Waldorf-Astoria, April 14-26 inclusive. The stockholders in the newspaper association will meet at 2 p. m. on April 25 to elect officers.

Tickets will be sold only to members; each member will be limited to not over three tickets for each direct employee of his paper; each member will be limited to one guest ticket; members will not be entitled to purchase a guest ticket unless the member himself is to be present at the dinner; the privilege of members to obtain tickets will not be transferable.

Checks and requests for dinner tickets should be sent to the Dinner Committee, room 314 Tribune Building, New York. The price of tickets will be \$10 and checks should be made payable to J. R. Youatt, treasurer.

Those who compose the dinner committee are the following: Herbert L. Bridgman, Oswald Garrison Villard, Herman Ridder, Louis Wiley, Melville E. Stone and Conde Hamlin. Mr. Hamlin is chairman of the committee.

Channing R. Toy, of the Chicago advertising office of the *American Magazine*, has been transferred to the New York office of that periodical. His place in Chicago is taken by C. S. Burgess, formerly New England sales manager for George P. Ide & Co., collar manufacturers.

George H. Hazen, president of the Crowell Publishing Company, and John S. Phillips, editor of the *American Magazine*, are on a trip to the Pacific Coast.

WITHOUT ATHLETIC FAME UNIVERSITY GETS STUDENTS BY ADVERTISING

PITTSBURGH INSTITUTION COMPETES WITH CELEBRATED VICTORY-WINNING COLLEGES BY PLAYING UP NATURE OF ITS EDUCATIONAL COURSES AND ITS INDUSTRIAL AFFILIATIONS

By L. G. Wakeman.

The University of Pittsburgh, when it felt the need of more students and began to plan to get its share of promising young men, faced the condition that the colleges and universities derived a large proportion of their publicity by means of their athletic teams. This has worked to the immense advantage of winners, but consistent losers have suffered severely.

Of course the University of Pittsburgh has had athletic teams for quite a number of years. But it couldn't hope to build up aggregations that would invade the East and walk off with a man's-size portion of the sporting pages. And the university didn't propose to go to any extremes in acquiring such teams. Instead, the faculty outlined a definite advertising programme. This was done a little over a year ago. S. B. Linhart, secretary of the university, is responsible for the programme and is very enthusiastic over the results.

"We bought space in the *Saturday Evening Post* in order to tell the country about our co-operative engineering facilities," said Dr. Linhart. "You see we give students the technical work here on the hill and then send them to the big shops around Pittsburgh to try out their knowledge. By arrangement with the heads of these concerns this co-operation is made possible. That it was an advertising feature well worth emphasizing is shown by the fact that we received, inquiries from all parts of the country. I know the advertising awakened interest and enlarged our reputation.

To Sell Your Product to Men in the Metal Mining Field

you must advertise it to the men who have the power to buy machinery and equipment for mines—men in responsible charge, whose word and whose decision count. Those men subscribe for and read

The Engineering and Mining Journal

As one of these men said the other day, "you put things in your paper that I have got to have."

The *Engineering and Mining Journal* has been proved by actual test to be the first choice among the big majority of the worth-while men in the field everywhere.

It is paid for, read and preserved by these men, and is instinctively referred to by them whenever there is anything they want to know.

What is of infinitely more importance to the modern advertiser than a statement of "quantity" circulation is an analysis showing who are the actual readers of any paper under consideration.

And here is an analysis that was made recently of the subscription list of the *Engineering and Mining Journal*.

(1) Consulting Mining Engineers, Metallurgists, etc.	2512
(2) Mine Owners, Managers, Superintendents, etc.	4792
(3) Mining Students (Graduating Classes)	645
(4) Colleges, Libraries, Clubs..	382
(5) Metal Dealers	101
(6) Bankers and Brokers.....	119
(7) News Companies (not returnable)	165
(8) All others unclassified.....	1455

10,171

How about getting the advertisement of your product to these men every week? Let us go more into detail with you. Write us.



The five great, quality circulation engineering papers of the Hill Publishing Company are:

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 19,000.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 27,250.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 30,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 6,250.

If you sell machinery or equipment to concerns in any of the above fields, our "Make-It-Pay" Department will help you do it right. Call on it now—address

HILL PUBLISHING COMPANY

505 Pearl Street, New York

"We advertised in the Pittsburgh dailies and also in the religious weeklies printed in this section. The newspapers told the people from whom we draw the majority of our students exactly what we were trying to do in the way of providing educational courses. If we had an important announcement to give these people we got it to them quickly through the daily papers. The religious weeklies strengthened our grip on the family circle.

"Then, too, we ran small displays in most of the preparatory

water or the track. To be sure college athletic fame emphasizes the importance of good physical equipment for the young man who is just going into the hard, grinding struggle for success; but the ambitious youth knows also full well that his mental training, generally and specially, will be put to a crucial test. He is prone accordingly to respond most quickly to an appeal enlarging upon completeness of educational courses and peculiar efficiency in them.

Athletic fame alone is apt to bring to a university a student body with sympathies leaning toward brawn rather than brain. Between the lines of the deliveries of President Butler of Columbia, regarding the undesirability of football this sentiment is evident.

The University of Pittsburgh is not the first university to advertise. It is one of the first, however, to do so, thus demonstrating that well-di-

rected advertising is practicable in the realm of higher, as well as preparatory, education. It impresses the observer as being odd that the successful example of preparatory schools has not been more frequently imitated by the institutions "higher up."

There is still to be overcome a deep-rooted sentiment in favor of athletic prestige as a good advertiser. Athletic fame has brought "returns," of a kind. Take two rival New England colleges, as an example.

In going over the freshman rolls it is found that one of these colleges shows steady increases in its enrollment for the period 1903-1911 while its natural rival has barely more than held its own. Students of the college will tell you that things up there have been on the boom ever since 1903, when their team beat the other at football more than sixty to nothing. In that year the college

University of Pittsburgh

SAMUEL BLACK MCCORMICK, Chancellor

The College
School of Engineering
" Mines
" Education
" Economics



Graduate School
School of Astronomy
(JULY 1907-1911)
" Medicine
" Law
" Dentistry

School of Pharmacy

The University of Pittsburgh offers instruction in eleven thoroughly organized schools.

The courses in the School of Liberal Arts are organized according to the group system which provides broad general culture as well as the opportunity for specialization in the latter part of the course.

A full college course for the training of teachers is offered in the School of Education. Educational theory based on the newest conceptions of science and professional skill developed by current facilities at the command of the University serve as the basis of this course.

The co-operative plan by which the students are given practical work in manufacturing plants is now in operation in the School of Engineering.

New buildings in the new location in Oakland are now occupied by the College School of Education, School of Business, School of Engineering and School of Mines.

A new building for the School of Medicine has been erected on the University campus in Oakland and is now in use.

A new Gymnasium and Athletic Field are now being constructed.

For Catalog or other information, address

A. B. LAMBERT, Secretary of the University,
East Oakland, Pittsburgh, Pa.

EMPHASIZING THE SERVICE OF THE COLLEGE

and high school organs printed in this section. We found that these little spaces gave the boys and girls to understand that we are with them. In some cases, University of Pittsburgh alumni are active in the faculties of these schools. Naturally these graduates are anxious to see as many as possible enter this particular university. So our advertising in the school papers made a good feeling all around.

CHECKING PROVES IT PAYS

"We have checked our advertising for the past year and find it pays," said Dr. Linhart. "I am a firm believer in it and have decided views on the subject. And I don't think they are very radical either."

There seems to be little question that advertising will attract a more desirable class of students than will mere repute of success on the gridiron, the

established a reputation for winning games and has been doing its best to maintain it ever since.

"You can't get fellows to come here unless we win games," the university's men will tell you.

But will the men brought by athletic publicity match up in all-round desirability with those secured by educational "reason-why" copy? Publicity as against advertising has lost out in the field of commerce.

AN AD INSTEAD OF A LOVING CUP

Twelve men formerly associated with *System* inserted a full-page advertisement in the *Chicago Tribune* on February 8. The advertisement, which was something new in the way of a tribute, was in appreciation of A. W. Shaw and his publication.

"We felt as the first and oldest employees of *System*," said the copy, "we would like to make our token some definite and emphatic appreciation of the magnificent work *System* is doing for the business world, a work that we, of all men outside the present *System* organization, have reason to know best; a work that we can speak of now just as independently, unbiassedly and impartially as any other group of Chicago business men.

"And out of this idea was born this advertisement—a birthday token to *System*.....

"Every one of the undersigned men has been separated from *System* and its affairs for from one to eight years. And every man in the group has diverged his interests and ambitions into channels utterly foreign to those of his former associates.

"It isn't so unusual, perhaps, that such men, most of whom make a living through advertising, should turn to advertising as a means of paying this tribute. Any advertising man would feel that he could express himself most strongly through the craft he knows best."

The former *System* men who signed the advertisement are J. A. Cochrane, Western sales manager of the American Real Estate Corporation; A. L. Lynn, advertising manager of Montgomery Ward & Co.; H. W. Walker, vice-president of the Crosby Advertising Company; T. J. Zimmerman, publisher of *Opportunity*; Philip W. Lennen, advertising manager of the Royal Tailors; C. E. Wolcott, advertising director of the Acheson-Oildag Company; Robert John, of the Van Cleve Advertising Company; Worthington C. Holman, former sales and advertising counselor of the National Cash Register Company; George Matthew Adams, of the Adams Newspaper Service; F. A. Cuddihy, of the Clague-Painter-Jones Company; G. A. Hammer, of the Curtis Publishing Company.

The Standard Paper for Business Stationery—"Look for the Water-Mark"

There are still a few large Institutions

that do not concern themselves enough about their stationery, just as there are big houses that don't believe in advertising—yet.

Old
Hampshire
Bond

is the best and cheapest advertising you can do. A stock of it is an investment—not an overhead expense.



Let us show you this progressive business stationery. As suggestions, we have many designs of letter-heads, envelopes, etc., on various colors, tints and weights of Old Hampshire Bond. Won't you see them?

Write for them on your present letterhead. Address:

Hampshire Paper Company

*North Hadley Falls
Massachusetts*

*The only paper makers in the world
making bond paper exclusively*

Made "A Little Better than Seems Necessary"—"Look for the Water-Mark"

The Difference Between the Smoulder and the Blaze

As a rule the dealer does not want to add your goods to his stock. He is not interested in your business. Human nature always favors equilibrium and *statu quo*.

You announce, in anticipation, that you will focus a consumer demand on his store by your advertising. If the dealer listens, he doubts.

We cannot think of any way of advertising nationally that will not induce *some* demand. How strong does this dealer *think* this demand really is?

Does this demand smoulder or blaze? If it only smoulders, the dealer swears there is no fire at all. If you make it blaze, he is astonished into believing it a veritable conflagration.

His answer to the smoulder is a wet blanket of inaction. When he sees the blaze, he adds fuel to the fire.

When the greatest possible number of consumer inquiries is from one home in fifty, the *actual* demand may seem a smoulder.

When the possible demand is from one in seven, the dealer sees the blaze.

THE LADIES' HOME JOURNAL will make it possible to start a demand from every seventh creditable home in this dealer's town. The "carriage trade" is included by the dealer as perhaps double its actual worth when he thinks of the consumer demand from JOURNAL homes.

The Ladies' Home Journal	The Saturday Evening Post
Current Circulation, 1,763,000	Current Circulation, 1,957,000

STORE DEMONSTRATIONS TO STOP POPULAR MIS- USE OF PRODUCT

AND TEACH RIGHT WAY TO EN-
HANCE ENJOYMENT OF ARTICLE—
EXPERIENCE OF TETLEY'S TEA IN
STRIVING TO GET DISTRIBUTION
THAT STICKS—HOW THE DEMON-
STRATORS ARE HANDLED AND
THEIR VALUE GAUGED

By Charles H. Willard.

The success of a certain campaign in the grocery line depended upon the proper preparation by the housewife of the article in question. If it were prepared in the proper manner, it had, according to the claim of the importer, a distinct superiority over most other articles of the same kind. If it were not properly prepared, there was no difference to speak of.

That was the problem, and inasmuch as most housewives have as little doubt about their own qualification to prepare this especial dish as they have about scientifically boiling a kettle of water, it was not an easy matter to effect a change in that habit.

Add to this the fact that tastes differ, and that in order to be successful the campaign had to change a preference.

Add the further fact that the importers, the American branch of an old English house, did not have an unlimited advertising appropriation, and we see the nature of the problem.

The solution which was offered at that time, in the beginning, twenty-two years ago, has proven effective all these succeeding years.

"We can make the name known by advertising," said the American managers, "but we cannot guarantee satisfaction with the product unless we can tell the lady of the house all about it and show her how to prepare it. That's a hard thing to do in print, and too expensive at this stage. We have got to say to the housewife: 'See! this is the way to prepare it, and this is the way it will then taste.' We will intro-

duce this by demonstrating in the store, backed up and advertised by newspaper and billboard."

That is the way Tetley's Tea got its start in America a quarter of a century ago and the way it is building up a national distribution, for it has not quite secured that yet.

There are peculiar reasons, aside from the size of the appropriation and the fact that demonstration is not in itself a rapid process, why a national distribution does not come at the first call.

"TEA MAP" SHOWS DIFFERENCE OF TASTE

An old hand at tea merchandizing in this country could make a tea map of the United States that would look like the maps in our atlases, with all the states worked in different colors.

"That section of the country," the tea expert might say, "drinks *black* tea exclusively. That section likes *mixed* tea, out on the coast *green* tea is most in favor. Down East they want something else. It's hard to tell just why it should be so. Perhaps it's the climate, more likely it's the persistence of a habit established by some enterprising dealer or jobber.

Now Tetley's Tea, like several other trade-marked package teas, is an India and Ceylon blend. Most of the loose teas which are in common use are China and Japan teas. There is no great difference of price at the middle level. The whole question is one of flavor and the superior reliability of package goods. It has been the task of demonstrators to settle this.

The results have been excellent. The Tetley business has grown year by year, and additions to the selling and demonstrating force have been regular. To-day there are thirty women demonstrators scattered through the larger cities of the East and South, supplementing the efforts of forty traveling salesmen and backed up by newspaper advertising in some thirty cities, and billboards in two or three.

These demonstrators are mostly on the road. They are routed by pre-arrangement and stay from a week to a month or more in each place, co-operating with the sales force. They carry along with them all the china and silver they need for the demonstration and three different kinds of heaters, gas, electric and oil, so as to be prepared for any emergency.

DEMONSTRATORS PURELY EDUCATIONAL

These demonstrators are not expected to pay their own way. Demonstrators in some other lines, like toilet requisites, may easily do so, but in a line of this sort where the novelty appeal is not particularly strong, profit cannot be looked for, and the demonstrations must be charged up to advertising.

They are accounted successful and are continued, however, because general results can be traced.

Tea, as most of us may think we have always known, should never be boiled, but only steeped,

and yet in spite of all that has been written and spoken in book, magazine and lecture, tea probably is boiled in three out of five American homes.

The only way to change the custom is, as the American managers of Tetley's saw years ago, to show under the very eyes of the housewife how tea should be made, and then give her a cup of the beverage. This is what the demonstrators do, and it counts.

Not all the Tetley demonstrators are on the road, and not all of those on the road move rapidly. One demonstrator has been in one New York department store for more than twenty years, and it is believed that enough new customers are reached every year to justify it. This would hardly be possible in any other city.

The change in marketing methods has been so great in the past few years that it no longer pays to hold demonstrations of this sort in retail grocery stores, which might be thought the logical place. The housewife no longer goes in great numbers to

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

the grocery to order her goods. The telephone, order boy and to some extent the package goods have changed all that.

She does go, however, to the grocery department of the big department store, and it consequently is possible to reach a larger percentage of women here at less expense.

Demonstrations are the regular thing in tea selling, and it would probably be very difficult to effect a lodgment in the market without taking it up, or else working some unusual and unapparent "stunt."

"We have had all the chances in the world to work a 'stunt' of our own," said J. Graham Wright, of the American branch, whose offices are in New York.

"STUNTS" CONSISTENTLY AVOIDED

"On three separate occasions, broken down circuses have tried to sell us an elephant for advertising purposes. Our trade-mark, you know, is an elephant's head. That would not have been a bad idea, either, except for the slight matter of expense, which, of course, would have been prohibitive.

"We have tried Cingalese demonstrators as a novelty. They attract great attention, but are almost useless. We have, in fact, considered a great many different propositions, but have had to discard them for one reason or another and so have always come back to the same old campaign. We are giving away no china or premiums of every sort, and doing nothing unusual."

House-to-house demonstration has been and is being tried by several tea houses, but in practice this has a tendency for this sort of demonstration to reduce itself to sampling, or selling.

Sampling appears to get some results but has not recommended itself generally in the tea line; there is not enough distinctiveness about any tea to get the best results out of the sampling method.

Straight selling from house to house is not something that the average tea house wants to do.

It is done, however, and a large part of the competition encountered by the big houses comes from the tea peddlers who go from door to door, especially in the small towns, and sell cheap tea. There are hundreds if not thousands of these and this competition is felt.

The competition of the chains of grocery stores like the Great Atlantic and Pacific Tea Company, is the next serious element in the competition. Most of these



TO TIE THE BRAND CLOSELY TO THE VARIETY

like the peddlers and the grocers, sell their tea loose, but some of them put it up in packages. The package idea is growing fast, just as it is in other lines.

In popularizing the India and Ceylon tea, the importers have had the support for a number of years of the growers in those countries, who have sent a commissioner to this country and provided him with funds to advertise the product and establish it as against the China and Japan varieties. This advertising has been given in conjunction with Tetley's and the other India and

(Continued on page 32)

Efficiency in Merchandising--Plus

¶ Successful modern merchandising in the big city territory demands first, an article of popular appeal; second, a good selling plan plus efficiency in advertising. Merchandising through newspaper advertising is a proven and known quantity with local dealers. With many national manufacturers of trade-marked articles, however, newspaper advertising is an unknown quantity, yet the same opportunity is presented for exploitation, and an investigation of the selling and advertising conditions in each big city market would emphasize this.

¶ Are you getting your complete ratio of business in Washington, Indianapolis, Montreal and Philadelphia? Are these markets favorable for your goods? If not, why not? Perhaps a comprehensive investigation of the local selling situation might prove interesting.

¶ The manufacturer who desires to reach a wide market in these large cities is falling short somewhat of accomplishing this purpose without the assistance of some intelligent newspaper advertising in the following high grade home *evening* newspapers:

The Washington Star, circulation, 60,000
The Indianapolis News, circulation, 95,000
The Montreal Star, circulation, 81,000
The Philadelphia Bulletin, circulation, 250,000

¶ Here is an opportunity to sell more goods in these territories at a minimum expenditure. Why not investigate? Further particulars for the asking. Dan A. Carroll, Special Newspaper Representative, Tribune Building, New York.



THEODORE ROOSEVELT—CONTRIBUTING EDITOR

The Outlook During the Campaign

PRESIDENT TAFT, in *The Outlook*, has fully reviewed his Administration and has given his judgment of many of the measures remaining on his "calendar of unfinished business."

The President will soon make public through *The Outlook*, in a complete way, his views on the Tariff, which will doubtless be a leading question in the coming campaign, discussing in popular terms the points on which issue is joined between the Administration and its opponents, with special reference to Schedule K.

Woodrow Wilson, Judson Harmon, William J. Bryan, Oscar W. Underwood, Robert M. La Follette, and other political leaders of highest rank are speaking for themselves through *The Outlook*.

The actual history of the contest will be treated by *The Outlook* in an equally effective way.

Lyman Abbott, Editor-in-Chief of *The Outlook*, will con-

sider the principles involved, in the spirit of broad statesmanship which has marked his work in many campaigns.

Theodore Roosevelt, from his position on The Outlook's editorial staff, will continue to discuss—exclusively through The Outlook—the policies and principles which he counts essential and vital in a government by the people, for the people.

Previous to the National Conventions Francis E. Leupp, whose articles in The Outlook's series "What's the Matter with Business?" are attracting wide attention, will tell the story of two previous Conventions which have a direct bearing on the present situation.

Mr. Leupp was present at these Conventions and can now properly tell certain secret history and relate certain amusing and significant incidents never before printed.

The Republican and Democratic Conventions will be reported and described for The Outlook with appreciation of the merits of all parties, factions, and candidates, with a view to that which is essential rather than ephemeral, and with recognition of picturesque and dramatic incident.

After the nominations are made, The Outlook will have Mr. Leupp as its Special Campaign Commissioner, its eyes and ears to see and hear what the country is saying and doing, to interpret the Campaign as it progresses. He will visit the Middle West, the Far West, the South, New England, the Central States, will talk with the farmer, the business man, the capitalist, the politician, and will report without bias what the people want in legislation and what they think of the candidates.

Two great issues, greater even than the Tariff, must be faced in this Campaign—Big Business, and Labor and Capital. The first was treated by Mr. Roosevelt in his Outlook editorial "The Trusts, the People, and the Square Deal." On this issue The Outlook will soon publish a series of articles entitled "The Cyclops of Trade," a vigorous statement of both sides of the question. The second issue was recently treated by Walter V. Woehlke, The Outlook's special correspondent, in his striking article "Terrorism in America." This will be followed by other articles dealing with new and grave features of the Industrial War.

The Outlook

New York

Ceylon teas. The commissioner has only recently sailed for South America to forward the campaign there.

The Tetley people have experimented with all kinds of newspaper copy, from the educational and selling talk in type to that for the purpose of familiarizing the public with the trade-mark, but they have finally settled upon the simplest kind of publicity copy. Almost the whole space of the usual thirty-five lines double is taken by the words "Tetley's Tea" and "India and Ceylon" in smaller size. A line or two of selling talk is tucked away in the corner. The words "Tetley's Tea" are canted upward toward the right, and being somewhat unusual and in the English style undoubtedly stand out in the American page.

COPY WITH DEFINITE OBJECT

The object of the copy is to drive into the memory the two thoughts, "Tetley's Tea" and "India and Ceylon." In this way it is hoped to make Tetley's get its fair proportion of all the India and Ceylon advertising that is being done.

The copy is being run, as noted, in some thirty daily newspapers, three times a week during the spring and fall. These include three papers in New York City. Outside of the city where the campaign with salesmen and demonstrators is progressing, forty inches double is taken so as to include the name of the local distributors.

In New York City, Philadelphia, New England and occasionally elsewhere the billboards have been used, with excellent results. The posters are handsome, including as they do the several packages in color.

The Tetley people have never gone in much for window display, beyond impressing the grocer with the desirability of co-operating, but they have provided the grocer with a great variety of unusually attractive dealer helps in the way of signs and hangers and window and door ornaments.

They have felt the dealer sympathetic toward these signs and they have kept on putting them out.

Strangely enough, experience shows the dealer most appreciative of the cheapest and plainest of the signs, which are plain gold lettering on a blue or red background. The next in favor is the head of a pretty girl. This might have been first choice if it could have been smaller and so helped out at need on wall or counter. The least desired card was by far the most expensive and was an artistic representation of a steaming cup of tea on a table, with tea caddy and all the other appointments about. This meritorious study in still life appeared to be lost on the practical grocer. If the picture had contained a pretty girl drinking Tetley's tea and had been small enough to fit in anywhere doubtless that would have been the popular one.

POSITION ON R. O. P. CONTRACTS

EVENING EXPRESS PUBLISHING COMPANY
PORTLAND, ME., Jan. 25, 1912.

Editor of PRINTERS' INK:

In the discussion of a code of ethics in advertising, there is one point that seems to have been overlooked. It might be called Integrity of Advertising Contracts. Some agencies and advertisers, after having closed a contract with a newspaper for a certain service, are very strenuous in their efforts to force the paper to give a great deal more than is specified in the contract. For example, a contract is made at "run of paper" rates, and presently along comes the copy, with instructions to give position, but at the run of paper rate, or to omit.

If a different service is wanted, why not pay for it, instead of begging or threatening?

WM. H. Dow,
Business Manager.

CINCINNATI "TRIBUNE" SOLD

A deal has been practically closed whereby *The Commercial Tribune*, of Cincinnati, O., will pass into the hands of a company composed of Garry Herrmann and a syndicate of wealthy politicians. Scott Small, a former newspaper man, and until recently Director of Public Safety in Cincinnati, will become manager. E. O. Eshelby, who has been president of the *Commercial Tribune* for a number of years, will retire, so far as known. The new management will take charge March 1.

HELPS HIM SOLVE HIS PROBLEMS

BARCALO MANUFACTURING COMPANY
BUFFALO, N. Y., Feb. 3, 1912.

Editor of PRINTERS' INK:

Please let me say that the recent numbers of PRINTERS' INK are unusually interesting and valuable.

Take the articles by E. Le Roy Pelletier and J. H. Emery—as opposite as they can be, yet equally valuable and instructive, according to the article to be sold and advertised; each has its helpful suggestion, particularly because an actual experience is given, and the results are stated in terms of dollars.

It makes no difference what one has to advertise or sell, such articles are helpful, and I am not so sure but that the Pelletier article is in itself a strong argument for following the kind of advertising Mr. Emery does, if the problem is to sell certain articles.

Mr. Pelletier's article particularly interested me, and helped toward the solution of a problem which had been considered for some time, and I would like to have him know that the time he gave to the work he did has been appreciated by at least one person.

I wish you would send me two copies each of the issues of January 18 and 25. I will make good use of them.

E. J. BARCALO,
President.

ENDORSE "PRINTERS' INK" STATUTE

The general subject for discussion at the meeting of the Neosho, Mo., Ad Club, January 28, was dishonest and fraudulent advertising. J. N. Crutcher read a paper on this subject and it was discussed by several members. L. D. Rice had a paper on "Laws Pertaining to Fraudulent and Criminal Advertising" and M. J. Kelly on "Laws Needed to Prevent Fraudulent Advertising." After the discussion a proposed law on the subject recommended by PRINTERS' INK was endorsed and will be presented to the next General Assembly of Missouri.

A committee has been appointed by the Neosho club to go after the 1913 Convention of the Southwestern Division of the Associated Ad Clubs of America and bring it to Neosho.

WASTE BASKET LARGER

BOSTON, Feb. 3, 1912.

Editor of PRINTERS' INK:

A New England manufacturer of waste baskets states that the size of that useful article of furniture has increased 100 per cent in the last year. In other words, the trade is demanding waste baskets twice as large as formerly. Has this anything to do with the growing discernment that it takes too much time to read the rafts of circular matter that is inflicted upon a helpless populace?

JAS. L. MONTGOMERY.



It is the opinion of a number of people, who ought to know whereof they speak, that GRIT has been the initial advertising medium of more successful advertisers than any other publication in the world. Moreover, we can come mighty near proving the correctness of their view, too.

The point is this: For more than a quarter of a century GRIT has been developing along lines that a whole lot of people either couldn't or wouldn't understand.

First, the wiseacres said: *The day of the weekly is past, the daily has taken its place,—and GRIT grew to 100,000.*

Then others said: *The magazines have put the weeklies out of business, and while they were talking Collier's rejuvenated itself, The Saturday Evening Post outgrew its magnificent adopted mother—and GRIT went to 200,000.*

Then the prophets began contradicting themselves—hedging; experts came "about face," and began booming publications that went outside the big cities, and big general advertisers "came forward" by scores.

Meanwhile GRIT has taken on another 50,000. Keeping closely to its chosen field, the small cities, towns and villages of the country, it now circulates over 250,000 copies each week—to the 5 cents a copy kind of people.

We are at your service, any time, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Chemical

Bldg., St. Louis.

ADVERTISING POSSIBILITIES OF APPLES AND NUTS

GROWING INDUSTRIES THAT HAVE YET TO TAKE ADVANTAGE OF THEIR GREAT MARKET—"BACK-TO-SOIL" MOVEMENT WOULD ASSURE STABILITY AND GROWTH OF SOURCES OF SUPPLY

By George Frank Lord,
Advertising Manager, E. I. du Pont de Nemours Powder Company,
Wilmington, Del.

The advertising agent, the publisher and PRINTERS' INK are all interested in opportunities to develop new advertisers and more especially new classes of advertising.

In connection with the work of advertising dynamite for farming, I have been greatly impressed with the remarkable wave of tree planting and orchard promotion now going on in the South.

Literally, millions of apple trees are being planted in Delaware, Virginia, West Virginia and Maryland, and other millions of pecan trees in more Southern states.

These new trees will not bear fruit for several years, yet these conditions present opportunities for three distinct groups of advertising campaigns.

1. Educational advertising of the benefits of eating apples, especially the kind and brand advertised.

The reason why so many apple trees are being set out is because Southeastern apple growers have learned how to grow and market fruit that successfully competes with the splendid apples of Oregon and Wash-

ington. The orchard of the East, once regarded as merely an incident in general farming, is now cultivated on a scientific basis and orcharding is now a business with great national and international possibilities.

These pioneer Eastern orchardists are just waking up to the necessity of advertising. They constitute a ready opportunity. Many of them are large enough to advertise alone; others are banded together in apple growers' associations.

All that is needed is the right plan and the right man to start this new and growing class of advertisers. The greatest difficulty to be overcome is the public's belief that it knows the apple.

But does it?

Do you?

Good apples retail in New York and most cities for more than good oranges. Fancy Western apples sell for prices never reached by the finest oranges.

Apples are great aids to digestion and efficient regulators of the system. The most delicate invalid can digest a baked apple or apple sauce. Then there are hundreds of ways of preparing apples—pies, puddings, tarts, salads—boiled, baked, fried, etc.

Apples are better for the complexion than all the beauty preparations made, because they cool and purify the blood.

Apples can be preserved in tin cans, or glass jars, or by drying.

Apple juice, unfermented—commonly known as sweet cider—is a delectable drink, as well worth advertising as grape juice.

What You Take Into Your System with the Fruit.

"Do you know what you're eating?" asked the doctor of the girl.

"An apple, of course."

"You are eating," said the doctor, "albumen, sugar, gum, malic acid, gallic acid, fibre, water and phosphorus."

"I hope those things are good. They sound alarming."

"Nothing could be better. You ate, I observed, rather too much meat at dinner. The malic acid of apples neutralizes the excess of chalky matter caused by too much meat, and thereby helps to keep you young. Apples are good for your complexion. Their acids drive out the noxious matters which cause skin eruptions. They are good for your brain, which those same noxious matters, if retained, render sluggish. Moreover, the acids of the apple diminish the acidity of the stomach that comes with some forms of indigestion. The phosphorus, of which apples contain a larger percentage than any other fruit or vegetable, renews the essential nervous matter of the brain and spinal column. Oh, the ancients were not wrong when they esteemed the apple the food of the gods—the magic renewer of youth to which the gods resorted when they felt themselves growing old and feeble. I think I'll have an apple," concluded the doctor.

A SAMPLE OF "TALKING POINTS" READY FOR USE

Brooklyn, Queen of Home City Markets

"Home" is a word of varied meanings. Cities have a habit of making their own peculiar conceptions of it, and it pays advertisers to investigate.

"Home" in Manhattan is a thin word, for homes are growing less there by thousands each year—even the "homes" called so only by courtesy. Manhattan is already doomed as a place for even such "homes"—business is crowding it fast and hard.

There are 202,521 separate tax assessments in Brooklyn—43,440 more than in both Manhattan and Bronx combined; even though these two boroughs have the advantage in size over Brooklyn by 1078 acres, and only 65 per cent of the Borough of Brooklyn is built up.

Is it possible to escape the conclusion that Brooklyn is Greater New York's big and selected home section, where families live normal lives, prospering by the escape of high rents, largely owning their own homes, and living the only real home and community life that Greater New York offers?

That opportunity for real home and community life means a significant, fortunate thing to advertisers—it means that the Brooklyn papers by necessity are most closely read, for real community life is impossible without community news.

Brooklyn Freie Presse

Brooklyn Standard Union

Brooklyn Daily Times

Brooklyn Daily Eagle

Brooklyn Citizen

Only Brooklyn Papers Cover Brooklyn Homes

Boiled cider is a necessary ingredient of fine mince meat.

Apple butter is now sold by all delicatessen stores and fancy grocers.

Cider vinegar, like the cider itself, depends for its quality on the grade and blends of apples from which the cider was made.

The ordinary, muddy cider, with its reminiscent flavor of rotten apples, is a by-product of a poor farm.

Pure apple juice is a winery, mellifluous beverage that delights the palate of the connoisseur.

These are a few of the possibilities of the aristocratic apple—not the common, neglected farm product, but the high-bred, scientifically produced and carefully marketed product of the professional orchardist.

The Eastern grower has the advantage of the Western grower in the Eastern market, because of lower freights and quick deliveries.

Without advertising, he is forced to compete with ordinary run-of-farm apples. His fruit stands between the \$2.50 a barrel common apples and the ten-cent-a-piece fancy Western article.

There are 250 to 300 apples in a barrel. First-class Eastern fruit, separately wrapped in paper and packed 100 to the box, can be sold through advertising for \$3.00 to \$5.00 a box, either direct to consumers through mail-order advertising or through the trade, by means of local newspaper or national magazine advertising, depending on the producing facilities of the orchardist or association.

2. What has been said of apples is largely true of nuts, especially pecan nuts.

Do you know the nut industry is now so important there are several nut-growers' publications? Have you noticed that pecan nuts are now on sale fully twice as large as those sold a few years ago? That is the result of improved methods. Pecan trees, like apple trees, are now being planted with dynamite to ensure quicker maturity and healthier growth. People are learning the

food value of nuts, but they need more education through advertising. There are various scientific classifications of pecans and they can be packed and branded distinctively, and their individual characteristics exploited much easier than baked beans or corn-flakes.

3. The third opportunity lies in the sale, through advertising, of shares in co-operative fruit or nut-growing companies, of which there are hundreds, and more being incorporated almost daily.

Look in the *Manufacturers' Record* for list of new orchard or nut company incorporations.

All this activity is part of the popular back-to-the-soil movement. It is not a temporary craze, but is part of a great revolution going on in this country which anyone can better appreciate by studying the 1910 Census Report of the Department of Agriculture.

The wise advertising man will post himself on agriculture and market conditions at once, and prepare to grasp one of the many advertising opportunities that are literally springing from the ground.

THE IMAGINARY SALES CAMPAIGN OF THE P. P. A.

Something interesting is being worked out by the Pilgrim Publicity Association of Boston in connection with its 1912 Educational Course. Following lectures on the "Principles of Appeal and Response as Applied to Advertising," given by Colin A. Scott, formerly a professor of psychology in Tufts College, "The Pilgrim Blanket Mills" was organized. This organization, while quite theoretical as far as actual plant is concerned, is designed to be practical when it comes to the principles and underlying laws discussed by Professor Scott in his lectures.

Every member of these psychology classes is a director of "The Pilgrim Blanket Mills" concern and consequently feels free

to express opinions when round-table discussions of selling policy or an allied topic is under consideration. The directors have chosen heads for the various departments of the business, namely, the executive, financial, manufacturing, advertising and sales.

Just now the advertising and sales department is threshing out such questions as, "Can we trademark the Pilgrim blanket?" "How shall mail orders be handled?" "Shall we use an agency or shall we depend upon our own advertising department to prepare all copy and place all orders?"

It is thought that these practical discussions will train class members to handle problems whenever they bob up in other lines of business.

In taking up the study of "Attention" under Professor Scott, the subject is treated under nine headings such as "General Character of Attention," "Long Appeals and Short Appeals," "Attitude of the Buyer," "Attitude of the Seller," "Argument."

All of the lectures are being given in the rooms of the Pilgrim Publicity Association. The remaining lecture dates are February 15 and 29; March 14 and 28; April 11.

J. J. Morgan is chairman of the Educational Committee, the other members of which are J. B. Benson, W. J. Boardman, Thomas Dreier, A. W. Ellis, Henry Hale, Jr., Ben S. Jacobs, R. B. Kingman, Henry Kuhns, Arthur Reddish, G. M. Sanford, M. H. Smith, W. J. Sinnott and C. E. Westfall.

This committee in order to get a series of brief essays for the New England papers "which publishers will publish and readers will read," has offered a loving cup to go to the member who writes the best paper on any one of twelve advertising topics from which the contestant is free to make a choice.

There is no limit to the number of papers which a contestant may submit, but it is stipulated that entries shall not exceed 600 words. The contest closes March 1.

Multiplied

It is by
reaching as
many homes
as it does
that the
Woman's Home
Companion's
usefulness is
multiplied.

WHAT MAKES GOOD COPY AND LAYOUT

"Copy and Layout" occupied the attention of members of the Technical Publicity Association at their regular monthly meeting held at the Aidine Club, New York, on the evening of Feb. 8.

J. George Frederick, vice-president of the Business Bourse, and E. M. West, of the Lesan Advertising Agency, were the speakers.

Mr. Frederick traced the evolution of the copy layout from the innovations of Charles Austin Bates to the recent Crisco copy, with its editorial flavor. He showed many illustrations on a screen.

Mr. West spoke particularly about the advertising of the New York Central lines. He enlarged upon the success which had been met by that corporation in creating a favorable public sentiment and also mentioned how adept that organization had become in taking advantage of widespread news interest in its advertising. He cited Atwood's flight along the "Water-Level Route" as an illustration. He also gave his reasons for his belief in particular forms of automobile copy which he had recently written.

The subject, "Copy and Layouts" brought forth quite a discussion. One member said that, while certain men of affairs would spend hours over automobile catalogues concerning an investment of perhaps \$5,000, it was next to impossible to get a hearing from the same men when it came to the question of selling a \$300,000 reinforced concrete building. The answer lay in the fact that automobile buying was generally a purely personal transaction while the responsibility for purchasing an expensive building rested on many shoulders. The remedy suggested was short, snappy copy which would catch the eye of a man of affairs while searching for something of personal interest.

A. R. Roy, advertising manager of the Swedish-American Iron & Steel Company, contended that appeal to readers should be made through as many of the five senses as possible. He said one naturally thought in images and that the more aid given to readers in clarifying the images of advertised products just so much would effectiveness be increased.

The carrying power of words was discussed. An editor was quoted who at one time had said that if one man conveyed ideas with 15 words and another did the trick just as well with five, it was the five-word man who was the expert. The commentator suggested that copy writers peruse the old masters with the set intention of studying those passages which give a maximum number of ideas through a minimum of words.

The Atlanta *Georgian* will be represented in the foreign field by the representatives of the other Hearst evening newspapers, J. C. Dayton in New York City and Frank Fouss in Chicago, Ill.

ASSOCIATED CLUBS APPOINT A NATIONAL VIGILANCE COMMITTEE

With the unanimous approval of the Executive Committee of the Associated Advertising Clubs, President Coleman has appointed a National Vigilance Committee. It is the purpose of this committee to push the campaign against fraudulent advertising in a national way, and to assist the efforts of the local Vigilance Committee wherever possible. President Coleman, in commenting upon the appointment of the committee, says:

"There never was a time in the history of advertising when the situation was so favorable to work of this kind. There is a deep sentiment pervading the whole country, in the advertising ranks and out of them, which will back up the work that our national Vigilance Committee will carry on. It is a sign of a new day in the advertising world."

The following men have been appointed to membership on the Vigilance Committee of the A. A. C. of A.

Alfred W. McCann (Chairman), Francis H. Leggett & Co., 100 Hudson St., New York.

A. M. Candee, National Enameling & Stamping Co., Milwaukee, Wis.

Lewis H. Clement, Currier Bldg., Toledo, Ohio.

F. J. Cooper, San Francisco, Cal.

J. L. Hill, 823 Mutual Building, Richmond, Va.

Jesse H. Neal, St. Paul Roofing & Cornice Co., St. Paul, Minn.

William F. Parkhurst, Atlanta, Ga.

John Irving Romer, care PRINTERS' INK, New York, N. Y.

H. H. Stalker, 534 The Nasby, Toledo, Ohio.

E. R. Stotts, 720 6th Avenue, Des Moines, Iowa.

J. C. Woodley, General Roofing Company, East St. Louis, Ill.

A SYRACUSE TRAGEDY

VAN BENSCHOTEN & COUNTRYMAN.
Newspaper, Magazine and Trade
Paper Advertising.

SYRACUSE, N. Y., February 5, 1912.

Editor of PRINTERS' INK:

PRINTERS' INK has been coming to our office for the last two years (the company's subscription) and the only fault I have to find with it is that the darn thing don't stay long enough in the office for me to read it through. So I herewith send my check to cover the cost of a year's subscription to myself, the first number to start with January 18, 1912.

Hoping that you will get my first copy to me in a jiffy, and wishing you a successful season for your publication.

R. VAN BENSCHOTEN.

Edward S. Cone has purchased an interest in Hunton, Lorenzen & Woodman and will hereafter take an active part in its management. He will make his headquarters at the New York office.

AN appeal loudly made to empty space, brings no response. One "mouthed and mumbled" to an audience of millions is without effect.

Two advertisers selling a similar product and using approximately the same space, "tried us out." The one whose product sold at the highest price "made good." The other did not.

The one said—"You are great, you get larger copy." The other, "Your circulation isn't worth a —."

Merely the difference in appeal.

Circulation that doesn't circulate, won't bring profitable response to the strongest appeal, and a circulation more than 2,000,000 strong won't bring positive response to a negative appeal.

You can't make a Boy love pickles by feeding him bananas.

The American Sunday (Monthly) Magazine is a comprehensive advertising medium. It will carry the advertiser's story into more than 2,000,000 homes and create consistent demand for products intelligently introduced.

Send for booklet "Facts." Representative will follow upon request.

More than 2,000,000—\$5 per line

American Sunday (Monthly) Magazine

W. H. JOHNSON, Advertising Manager

New York Office
23 East 26th St.

Chicago Office
908 Hearst Building

TETE-A-TETE WITH THE CONSUMER THROUGH CHAIN STORES

SOMETHING ABOUT THE DEVELOPMENT OF A "DE LUXE" MANUFACTURING ENTERPRISE THAT CONTROLS ITS OWN RETAIL OUTLETS—THE "MERCHANDISE ORDER" ONE OF THE "TIES THAT BIND"—WORKING OUT LISTS A MATTER OF ADVERTISING FINESSE—THE CENTEMERI GLOVE STORY

By Charles W. Hurd.

[EDITORIAL NOTE.—Not a few manufacturers are canvassing the practicability of chain stores as a measure of relief from unsatisfactory trade conditions. The article herewith is sure to take its place as an exhibit of prime importance among the other data.]

When a manufacturer of *de luxe* goods has his own retail outlets in the most exclusive shopping sections of several cities and a satisfactory distribution through a large number of agencies besides, he has the chance to make telling use of the "merchandise order," in the way that P. Centemeri & Co., the glove manufacturers and importers, of New York, have been doing.

In the beginning of its use, some fifteen or twenty years ago, the main purpose of the "Centemeri glove order" was to make it easy for people to make presents of gloves at holiday time without going to the bother of ascertaining or remembering the desired size. A husband could put an order for a box of gloves under his wife's or daughter's breakfast plate and it would please her just as much as if she had the gloves themselves, particularly as she would be able to go down and indulge her own taste in the selection of style and shade. Gentlemen could remember their ladies in somewhat similar fashion, and employers their employees.

The scheme grew from year to year without especial attention or nourishment until some four or five years ago when an accident revealed its possibilities. W. M. Smith, general manager of the company, but then in charge of the San Francisco branch store,

was conversing with a friend of his, a physician. It was near Christmas time.

"I have just come from the hospital," the doctor said. "There are some awfully nice girls among the nurses there. I feel very much indebted to them for their courtesy to some of my patients there, and I would like to show my appreciation of it by making them some pleasant little holiday remembrance that wouldn't run into too much money."

"Gloves are always acceptable to women," Mr. Smith suggested. "Why not buy a few glove orders?"

The doctor nodded, and then some other subject came up. But two or three days later the doctor came down to the Geary street store in his car and bought orders for seventy-nine pairs of kid gloves at \$3.50 per pair.

That experience started a train of thought with the glove man, and the result was that he put it into a circular letter and sent it out to a selected list of physicians and surgeons. He also got out another letter to the heads of big concerns employing women in their offices and another to real estate men.

The results exceeded expectations. It was a "find." In consequence, the method has been adopted by all the Centemeri stores. It is especially successful in New York, where many concerns have bought up 50, 75 and even 100 of the glove orders at holiday time to give the young women in their employ.

The "Centemeri glove order" is a very handsome and impressive piece of printing on high-grade paper stock as befits a gift token, and in itself is capable of creating a strong presumption of quality. When sent to its favored destination, it is accompanied by a sachet packet of delicate and lasting perfume enclosed in a double envelope of royal purple, the inner envelope embossed with the Centemeri name and design in gilt and the outer envelope severely plain.

These sachet bags cost six cents apiece. They are sent out to the selected lists of physicians and

other individuals as an indication of what the gift suggests, but are not sent to the list of business houses.

There is another use for the Centemeri glove orders that is suggestive. The Centemeri Company has a variety of colors and shades of kid gloves. There are three or four shades of pink, three or four of lavender, as many of brown and so on, for about twelve or thirteen colors and forty shades.

MAKES GOOD WITH THE SMALLER DEALERS

This is a strong card for the Centemeri Company, but it would also raise an obstacle in reference to the smaller stores outside of the larger cities, if not met. Few retailers could afford to carry gloves in thirty-five or forty shades of color in several different sizes and styles. If the retailers stick to only a few general shades, the advantage of the Centemeri line over the other popular brands of gloves could not be so easily pointed out.

In this situation the Centemeri "glove order" comes to the rescue. The local dealer sells the customer a glove order for \$2, \$3 or more, and the customer calls at the Centemeri store when she comes to town, or sometimes writes, giving her size and the preferred style and color.

If she comes to the store she may often be persuaded to buy several pairs instead of one, either for herself, her husband or her children. But whether she buys more or not, the order is received in payment at its full face value. It is exactly as if the customer had laid the two or three dollars on the counter. It is equally acceptable.

When the order has been received, the firm bills the retailer who had sold the order for a twelfth of a dozen, less retail discount.

Retailers in the vicinity of New York, Philadelphia, St. Louis and San Francisco are continually sending in customers in this way, where they cannot suit on size, shade and style. No doubt many

Claim No. 2

Subject to Proof
on demand

Christian Herald
subscribers are more
interested in the
Christian Herald
than in any other
periodical that comes
into their homes.

H. Reed

Advertising Manager.

Christian Herald

Circulation 300,000 Guaranteed

Chicago NEW YORK Boston

of them chuckle at the thought of getting the full retail profit without the risk of carrying the stock or having their money tied up in it.

"They don't figure or don't care," said Mr. Smith on this point, "that every customer thus sold comes into direct touch with us. Her name and address go into our mailing list, together with her glove size. She receives the utmost attention, such as is not given outside of an exclusive city store. And if she appreciates it, as she probably does, she becomes our customer permanently. We would be willing to pay a great

that he receives from the house making use of it. It represents business that he might not have secured without it, a sale saved, a lifetime thrown out by the manufacturers.

And then again there is another advantage that does not appear on the surface and yet is not inconsiderable. If the New York store has out 2,000 glove orders, for which, say, two dollars each has been paid, then it enjoys the use of \$4,000 additional working capital.

These glove orders help to do away with the often unsatisfactory feature of exchanges. Gloves tried on at home may not fit and when returned may show the effect of much handling. If, on the other hand, a glove order has been given instead of the gloves, then the recipient will come to the store, where she can be fitted and her taste, perhaps, more exactly suited.

Aside from this merchandise order, Centemeri & Co. have other interesting selling features. Beyond some outdoor and street car advertising they have never used any of the more important display mediums, but they have devoted a great deal of attention to mail order, and the New York store, for instance, has at this time some 8,000 mail customers all over the world. This list is classified by sizes as well as by location and parts of it are being circularized much of the time.

CLEANING UP STOCK

"Thanks to this list," says Mr. Smith, "we never have any 'extreme' sizes left on our hands at the end of the season as most retailers do. As we approach the end of a season and find that certain sizes are lagging, we make a list of these slow sizes and then write those of our customers who wear those sizes. Since it is natural that customers who wear 'extreme' sizes should sometimes find it difficult to obtain the sizes when they want them, we stand a good chance of interesting some of them, and, in fact, we always manage to clear off the stock in this way.



A PACIFIC COAST POSTER AIMED AT CHILDREN TO HIT THE ELDERS

deal more than the retail profit to bring this about."

THE ADVERTISING ADVANTAGE

There are several decided advantages to this circulation of orders, aside from the economic one of supplying a need. There is the advertising value, for instance, that the order has. Because it directs attention to the name and creates prestige for it. It is not gloves first and Centemeri afterward; it is then Centemeri first and gloves afterward. Moreover, the order passes through several hands; it is exhibited, discussed, consulted. When it is surrendered at the store, the name Centemeri has been pretty closely linked up with gloves.

Another benefit of the "glove order" is that the dealer is impressed by it and the treatment

Another Clean Sweep!

The Globe

AND *Commercial Advertiser* 1872
NEW YORK'S GREATEST NEWSPAPER.

gained more advertising in January, 1912, over January, 1911, THAN ANY OTHER NEWSPAPER IN NEW YORK. This includes the Sunday editions of the morning papers.

THE GLOBE carried more advertising in January than The Mail, The Sun or The Post, its three competitors in the high-class evening field.

THE GLOBE'S January gain was 30,195 lines more than the COMBINED gains of The Mail, The Sun and The Post.

Why

THE GLOBE'S great gain in the first month of the new year was made, like its remarkable record in 1911, upon pure business merit.

THE GLOBE stands for KNOWN CIRCULATION—only cash sales of newspapers count as circulation, and all figures are proven. January circulation figures show an increase in net sales of over 18,000 copies daily, as compared with January a year ago. THE GLOBE is the only newspaper in New York holding certificates of circulation proofs from the A. A. A. and N. W. Ayer & Sons.

THE GLOBE stands for uniform advertising rates. IT ACCEPTS NO SPECIAL PAGES AT "INSIDE" RATES in the hope of impressing prospective advertisers. Its tremendous gains during January and the year preceding were made on the basis of REGULAR RATES, with no extra inducement other than a GROWING CIRCULATION and a newspaper that improved in quality each day. THE GLOBE believes in PRACTISING simple honesty rather than PREACHING about it.

THE GLOBE is the most interesting evening newspaper published in New York, and its influence is felt in a large percentage of the better-class metropolitan homes.

For these reasons it deserves the confidence of reader and advertiser alike—and its January figures indicate that it has won that confidence.

Leslie's Readers Respond to Advertisers



\$33,000.00

¶ The first advertisement run by Postal Life Insurance Company in **LESLIE'S WEEKLY**—on February 23, 1911, in eight inches double column space—cost \$210.60 gross—brought 185 replies and \$33,000.00 worth of business.

See "Printers' Ink" of January 11, 1912.

**Leslie's
Illustrated Weekly
The People's Paper**

Reproduced
By Permission
Postal Life
Insurance Company.

REDUCE YOUR SELLING COST

Your selling cost covers two items—i. e., getting new customers and keeping old ones.

In the first case you are creating a demand for your goods. In the second case, you are sustaining the demand for them.

The cost of sustaining demand depends upon the amount of competition you have to meet and the extent to which the dealer practices substitution.

The McKelvey Co-operative Sales Promotion Plan

eliminates competition and prevents substitution. It is an absolute "demand" insurance that reduces the cost of sustaining demand to a minimum.

Its co-operative features also constitute an exceptionally strong "demand" creating element. The McKelvey Sales Plan is based upon sound and successful business principles and will reduce your selling costs by increasing the efficiency of your present selling plan.

Write today for the Facts. They are worth knowing, and you won't obligate yourself in any way.

THE MCKELVEY COMPANY
200 FIFTH AVENUE NEW YORK CITY

of a Broadway building, where he sold a variety of things to appeal to women, dress shields, hair tonics, dentifrices, toilet articles, rugs and finally gloves. This was forty years ago, and several of the glove accounts are still retained by the present house.

The glove business increased so that, after a while, Mr. Centemeri needed additional capital to develop it. He succeeded in interesting the Hon. John A. Little, of Boston, who was minister to Constantinople under President Grant. Mr. Little's money helped to do a lot, among other things, to put the manufacturing end of the industry at Milan, Italy, on a sounder basis.

Mr. Centemeri, however, was a better tenor than he was a business man, and by 1876 or 1877 Mr. Little found it necessary to take over the business in order to save his investment. Mr. Centemeri died a few years after this. Mr. Little passing on still later, was succeeded by F. B. Marsh, who is the man chiefly responsible for putting the business in its present condition. He retired a few years ago and the company is now a corporation with several branches and many agencies. The manufacturing plant has been transferred from Milan to Grenoble, France. The present active head of the business is C. L. Van Doren, the vice-president.

THE CHAIN STORE ADVANTAGES

When Centemeri & Co. got four of their own stores located in high-class shopping centers, when they were in partial or complete control of several other stores and had a large number of co-operating agencies scattered all over the country, then it was possible to do what any other manufacturer without such facilities could not do.

They could keep their fingers more closely on the public pulse, could tell what people liked and did not like, could anticipate changes of opinion and fashion, could experiment, and could hold their trade.

"What other manufacturers, without our retail outlets, would dare experiment as we have done?" asked Mr. Smith. "With

these openings we have been able to take advantage of every veer in popular taste. When Miss Alice Roosevelt started on her trip around the world with Secretary Taft, Alice 'blue' became the color rage with the young people and we were able to take the same advantage of that fashion as were the manufacturers of cloth, ribbon, etc. When Helen 'pink' flourished, we offered the same shade. So with King Edward 'royal purple.'

"This ability to experiment without loss, to follow and even anticipate popular fashions, gives us a great advantage in meeting competition.

QUESTION OF COMPETENT HELP FOR STORES DIFFICULT

"So valuable are these branch stores to us in affording an outlet and developing our selling

CENTEMERI GLOVE ORDER	
No. 3 1827	New York
This order entitles the Bearer to	
Centemeri Gloves to the value of	pair
Value \$.....	Dollars
P. Centemeri & Co. 296 Fifth Avenue	

AS MUCH AN ADVERTISEMENT AS IT IS A
MERCHANDISE ORDER

scheme that we would increase the number at once if we could get competent help. We have it in mind to enter several new cities but have not been able to find the right people with the right experience to take care of the business. That is the hardest problem."

Mr. Smith, the present general manager, went out to San Francisco sixteen or seventeen years ago to open the branch store. He had grown up in the business.

"I had very hazy notions about advertising," he said, "but I knew I had to do something to get a foothold. The way I went about it was to set aside twenty dollars the first month for outdoor display. You may imagine what twenty dollars a month would do in a large city. However, business proved so good that I thought I could spare forty dollars the next month, and I went on dou-

bling or increasing it, until at length I was spending \$1,200 a month in painted display, posters and street cars, and I spent that amount of money for two years. The business was built up on those methods.

"One of the first advertisements I ran in the street cars was one which read: 'Centmeri gloves fit.' The word 'fit' was in immense type and occupied most of the card. Would you believe that we had half a dozen letters from people who had read the ad casually and thought we were advertising a cure for epileptic fits!

"One of the best outdoor advertising campaigns we had was one advertising juvenile gloves with a picture of a child scrawling 'Centmeri' on a wall. Business acquaintances and dealers told me I was crazy to run such an ad because there was not enough of a market for juvenile gloves and that only a small part of that could be secured.

"They missed the point. The advertising attracted the attention of every father, mother, grandfather, grandmother, uncle and aunt, who saw it, and if they did not buy for the children, they bought for themselves. We know we got results from it. We had it painted and posted—in twenty-four sheet posters in some instances—and displayed in the cars.

"We are not advertising by any other method than mail now, except that we occasionally share the expense of local advertising with a local dealer. We have, however, arrived at the point where we are open to argument on the matter. We could spend some \$700 or \$800 a month at the start on something worth while if anybody could show us what it is."

Centmeri & Co. have, in fact, only the past week opened an advertising department for whatever possibilities are latent in it, with Mrs. Leroy Fairman in charge. The first work in preparation is a catalogue.

Clarence R. Lindner, formerly with the Cheltenham Agency, has become promotion manager of the Cleveland *Leader* and the Toledo *Blade*.

GETTING UNDER THE DEALER'S SKIN

ENTERPRISING EXAMPLES OF HOW THE MERCHANT MAY BE INDUCED TO EXTEND HIMSELF FOR THE MANUFACTURER—THE GROWING HABIT OF BEING "HELPFUL"

By Clayton A. Eddy,
Advertising Manager of the Detroit
Stove Works, Detroit, Mich.

The dealer has come to expect the co-operation of the manufacturer, just the same as he expects that the goods sold him will prove thoroughly reliable.

A forceful suggestion is that, supplied by the sales and advertising manager of a large furniture house who makes a special point of watching out for business articles of interest to the firm's dealers. When articles of value appear he secures a sufficient quantity of the magazines publishing them to cover the list of names he has at hand. Marked copies of the magazines, together with a personal letter to each customer calling attention to the items and suggesting the dealer may be able to use some of the ideas to advantage, are mailed. Special attention is paid to items regarding window trims, displays of all sorts and advertising plans that will prove of interest and assistance to the firm's dealers. This thoughtfulness on the company's part is appreciated by the dealers because they realize that special attention is being given them, and a great many times they receive pointers and suggestions which they can later use to advantage.

The salesmen for one furniture manufacturing house are instructed to spend one evening of every week with new accounts, to coach the store salesmen on the selling points of the line. The salesman will in the course of his talk take the opportunity to go over the advertising plans his firm has outlined, calling the store salesmen's attention to the national advertising, the advantages in selling advertised lines and the advertising literature of benefit to customers.

Not a Line of Objectionable Advertising

Search every issue through and through and you'll not find a line of objectionable advertising—from cover to cover—in

KANSAS FARMER

The Standard Farm Paper of Kansas

49 years' continuous service to Kansas farmers.

But you will find creditable and "clean" advertising of hundreds of firms, companies and individuals in it. Most of them have been there year after year. The reason is obvious.

An all-farm circulation of over 60,000 weekly. Full measure guaranteed and proven in any way you say. Over 50,000 in Kansas alone. Paid at \$1.00 a year. 85% direct subscriptions—the rest through agents.

All among farmers who have bank accounts and who believe in "business farming." Prove this for yourself by getting a copy of KANSAS FARMER and spend 30 minutes going through it. If you don't say it is a real "live one"—a leader—send us a bill for your 30 minutes' time.

Advertising rate—30c an agate line. \$4.20 an inch—single column width—\$200.00 a page (784 lines).

Ask either of the undersigned about the possibilities in KANSAS FARMER for your line or lines. Accurate and up-to-the minute information on "tap" always, on trade conditions in our territory.

KANSAS FARMER :: Topeka, Kansas

Geo. W. Herbert, Inc.,
600 First Nat'l Bank Bldg.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
41 Park Row,
New York City.

The advantages of having the salesmen meet at the store in the evening is the fact that they are not interrupted by customers as is the case during the day, and the manufacturer's salesman has a better opportunity of driving home the points he especially wants to impress.

A great deal of effort and expense has been devoted to moving picture entertainments by some manufacturers. One manufacturer of paper had an elaborate series of moving pictures prepared. These showed views of the plant, special machinery devoted to the manufacture of paper and the various processes through which the paper passes before it is ready for use.

A lecture was prepared in connection with the pictures and a competent lecturer visited various cities giving talks in connection with the moving pictures. The dealers selling this brand of paper noted an increase in sales immediately after the pictures were shown in their cities. These pictures not only advertised the manufacturer but also the dealer who sold this special brand of paper.

Retail grocers selling a special brand of borax became enthusiastic pushers for the line when one of the company's representatives toured the country giving moving picture shows in connection with their product. The pictures were interesting and instructive and created so much interest that the halls in which the entertainments were given were always packed. Better than the mere interest the pictures aroused, however, were the increased sales. The pictures educated both dealer and consumer, and, together with other advertising assistance the company furnished dealer, served to establish this brand of borax firmly in the minds of local buyers.

It is needless to state that most dealers appreciate the efforts many manufacturers are now making to co-operate with them for more sales.

A manufacturer of automobile tires backs up dealers by furnish-

ing free, among other advertising assistance, three forms of outdoor advertising. One of these is a painted board sign illuminated by lights placed at one side of the sign. Another "help" is large posters in two sizes, one twenty-one feet long and ten feet high, the other seven feet long by ten feet high. The third form is painted wall signs on the walls of the dealers' stores wherever possible, the tire manufacturer furnishing the sign painter for the work.

This manufacturer also supplies dealers with a series of four-page folders in large quantities showing how the tires are manufactured, why they wear long and what users say about the tires. Reliable and authoritative guide books for touring various sections of the country are also furnished with the dealer's imprint on the covers. These books contain complete maps and the kind of information necessary to the greatest comfort and pleasure of the motorist.

If a dealer were to have all this matter printed individually for himself it would cost him hundreds of dollars. The manufacturer is willing to go to the necessary expense, however, because he realizes the greater his co-operation with the dealer the more loyal that dealer will prove to be and the more sales will result.

I know of one manufacturer who makes considerable capital out of his original method of collecting material for the ads he supplies dealers for their local advertising. The dealer is requested to send in any suggestions and special offerings he desires incorporated in the advertisements, and the expert advertising writers then whip these advertisements into shape.

The manufacturers who are far-seeing enough to furnish the advertising and selling helps which will prove to be of the greatest benefit to the dealer and who also co-operate with him in every possible manner are the manufacturers who are securing the greatest number of accounts and holding them.

GIVING THE SMALL DEALER A FIGHTING CHANCE

To the thoughtful student of modern industrialism, one of the most interesting things is the effort on the part of large producers to co-operate with the small dealers who handle their products.

Two or three large and progressive shoe concerns of St. Louis some years ago started in to study the problems of the small dealer with a view to rendering him some timely help in the way of selling schemes and advertising suggestions.

They came to see that the success of their business was conditioned largely upon the readiness with which their customers sold their shoes. Consequently these big shoe concerns interested themselves in the problem of developing the small merchant into a bigger merchant.

This interesting co-operative programme between producer and dealer is paralleled in the furniture industry. The larger and better representatives of our furniture manufacturing interests are seeking to reach out a helping hand to their customers—small, struggling dealers no less than the larger and more prosperous ones.

In view of the stressful nature of competition in the retail furniture trade—competition from large near-by furniture establishments no less than from remote catalogue houses, it is an encouraging thing to know that there

are at least a few big concerns that are willing to give the little fellow a fighting chance.—*From the Globe-Wernicke Doings.*

ANOTHER BAKER CHOCOLATE LITIGATION

Walter Baker & Co., Ltd., of Dorchester, Mass., recently brought an action against the Gray Mercantile Company, of Columbus, Neb., to restrain the latter company from selling chocolate and cocoa not manufactured by it under the name of "Bakers." The Baker chocolate sold by defendant was that of William H. Baker, Syracuse, N. Y., Inc. The court held that in view of the fact that the legal differences between Walter Baker & Co. and William H. Baker, of Syracuse, had been adjudicated by the courts that no cause of action was made out in this case by Walter Baker & Company, Ltd.

DEATH OF W. A. MERRIAM

William A. Merriam, aged forty-three, manager of advertising for the Warner Instrument Company, Beloit, Wis., died of appendicitis February 7, following an operation. Before coming to Beloit he was with the Lord & Thomas Agency, at Chicago.

H.E. LESAN ADVERTISING AGENCY

We would be judged by
all as we are judged by
those whom we serve

General Offices
381 Fourth Avenue
New York

Branch Office
Old Colony Building
Chicago

MAKING THE HOUSE ORGAN A SUCCESS

HUMAN INTEREST A PRIME REQUIREMENT—ATTRACTIVE COVER DESIGN AND SOME READING MATTER IN A LIGHTER VEIN NEEDED—HOW TO INTEREST THE DEALER

By S. B. Chittenden, Jr.,

Advertising Manager, Lehigh Portland Cement Company, Chicago.

A careful study of the successful house organs to-day shows that the secret of their success is largely in the element of "human interest" which each contains. It is chiefly through this element that a house organ stands or falls. It makes no difference whether the house organ goes to the consumer, dealer, contractor or whoever it may be, it must contain something which will catch that man's interest if only for a few moments. It must tell him what there is to tell in a way which will arouse his interest long enough to leave an impression or suggestion. If the house organ does that the manufacturer has probably gained a friend.

One of the most important essentials in gaining a person's attention is to have an attractive cover design—something pertinent which will cause interest right off the reel. There is needed a novel phase of manufacture or something of that kind designed in such a way that the person who receives the house organ will go beyond the cover to see what comes next, instead of relegating the book to the waste-paper basket on sight.

This is, of course, a big problem, but it is a phase of the house-organ proposition that deserves careful study. A catchy cover design that will attract either because of its uniqueness or pleasing appearance means almost half the battle. After the cover design comes the arrangement of the house organ so that the first reading matter contains something of vital interest to the person to whom it goes. This should be followed by a little comic element, something light which can be read quickly, but which at the

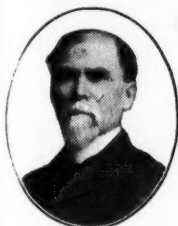
same time will bring a laugh or smile.

If the house organ goes to the dealer, squibs on your own salesmen or the dealers themselves should be included. The latter will be tickled when they see their names or photos, as well as those of the salesmen who call on them, in the house organ. This little touch of humor may often be the means of forming a friendly tie between the manufacturer and the person he is trying to reach. By first having a good cover design and then interposing the lighter vein through the text with something a little heavier, the reader is carried along by the human-interest element until, before he knows it, he has read the entire house organ through.

AN A1 MAN AS EDITOR.

Why many house organs fail at the start is due to the fact that the work is put in the hands of some clerk in the advertising department to do the best he can. This is poor policy. If the house organ is to be a success the man who writes it should be in close touch with the manufacturing as well as the sales problems of the company. The house organ will then put forth in the best possible way the phases of that business which should be brought to the attention of the people to whom it is sent. The house organ is an important enough part of every large advertising appropriation to have the supervision at least of the advertising manager, and unless this is done it is likely to be a failure.

It is not such a hard problem to secure good material for a house organ if you go about it in the right way. For instance, if it is a dealer proposition, as the majority are, by keeping in close touch with your salesmen good, live material can often be obtained from their experiences on the road. Frequently information can be secured from this source which will be of help to some dealer and can be incorporated in the house organ with good effect. Study the needs of the dealer and try and fill your



SECY. COBURN
Kansas

"P. F. is a Humdinger— a Cyclopedia."

Coburn

Secretary Coburn, of the Kansas Board of Agriculture, is one of the real big men of America. He knows farming and he knows farm papers.

I have never met Prof. Coburn personally, so I was all the more gratified to get this letter in our mail January 22:

Kansas
Department of Agriculture
CAPITOL BUILDING, TOPEKA
F. O. COBURN, SECRETARY

JAN 22 1912

Editor, Prairie Farmer:
Say, that last issue
of the P. F. is a humdinger—
a cyclopedia. Great!
Coburn

Secy. Coburn in his letter tells why Prairie Farmer pays its advertisers. It is the greatest Western farm paper editorially, and Illinois is its field.

SINCE 1881 → PRAIRIE FARMER - Chicago

BURRIDGE D. BUTLER, Publisher
Brooks Bldg., 223 West Jackson Blvd.

A. K. HAMMOND, Mgr. New York Office, 366 Fifth Avenue.

magazine with selling helps. Keep them in close touch with all the new advertising you get out by illustrating the various features in miniature. This is probably the greatest single function of a house organ to dealers—to keep them in close touch with manufacturing, sales and advertising organizations of the business. For this reason the man who undertakes to edit a house organ should be continually studying the manufacturing and sales end of his product in order to bring out clearly the main points why his goods are better than similar lines and at the same time give the dealer the vital selling points in his favor.

PROOF THAT HOUSE ORGANS PAY.

Make the dealer your friend by having several pages devoted to him personally in each issue of the house organ. Get him to go along with you so he will give you information about himself, his business and the reasons why he has succeeded, etc. All this incorporated in the house organ may help other of your dealers or attract new ones. It will help, too, to make stronger friends of the dealers you write about. In this way you can fill the monthly messenger of your company full of human interest so that people who receive it will wonder where it is, if it doesn't show up the first of every month, just as you wonder where your copy of *Harper's*, *Cosmopolitan* or *Munsey's* is if you don't get it right on the dot.

As a final argument in favor of house organs, it might be of interest to cite two examples where house organs certainly did pay. These two incidents are taken from actual experiences of the writer. A short time ago the vice-president of a large manufacturing concern told me where a house organ of one motor car company actually sold him a car *after he had decided to buy another make*. The house organ in question came on his desk and it had an attractive cover. Although a very busy man, his curiosity was immediately aroused by the cover,

because he was interested in automobiles. He picked the house organ up, "intending to glance at it," as he told me, and before he knew it he had read it through. He then 'phoned the local agency to bring down a certain model for him to look at that noon, and before twenty-four hours he had bought that car, for he said, "If that car could do all that book said it could, *I wanted that car and none other.*" That house organ sold a car valued at between \$5,000 and \$8,000 in twenty-four hours' time.

As another example of the value of a house organ, I was editing one for a large manufacturing concern in the panic of 1907. This house organ went to the architect, and, owing to the business depression, we decided to discontinue it for three months. At the end of two months we began to get letters from architects asking, "What has become of the monthly magazine you used to send me?" "Why have you taken my name off your mailing list?" etc. This was a pleasant surprise, as up to that time the management had never been quite sure that the house organ was securing results, and it took the panic to prove that it was appreciated and read. Needless to say that house organ still flourishes to-day.

In ending, if you have the money to spare from your appropriation, publish a house organ by all means, but don't go about it half way as an unimportant part of advertising. *Get it out right and it will pay.*

TO CELEBRATE THIRTY YEARS OF SERVICE

A banquet was given by the Orange-Judd Company in Springfield, on January 26, in honor of Thomas A. Barrett, treasurer of the company. The dinner celebrated the thirtieth anniversary of Mr. Barrett's connection with that company.

Herbert Myrick presided, and William A. Whitney was toastmaster. All of the speakers during the evening paid tribute to the work Mr. Barrett had done during his thirty years' service, during which time he has become one of the best known men in the Eastern advertising circles.

As a testimonial of the esteem in which Mr. Barrett is held, a watch was presented him by his business associates.

What Is TO-DAY'S MAGAZINE? What Field Does It Cover?

TO-DAY'S MAGAZINE is the only big "Twice-A-Month" publication that reaches women in every part of the United States.

Two distinct issues, read by every member of the family.

The Fashion Number illustrates the best up-to-date styles in May Manton patterns. Also a **Beauty Department**. Over 3,000 dealers handle these patterns—every dealer an agent for TO-DAY'S MAGAZINE.

The Fiction Number contains interesting up-to-date Stories, Current Events, Culinary Department, Menus and Recipes, Puzzle Page with prize offers, Children's Page, Household Decoration, Home Entertainment, etc.

600,000 Guaranteed Circulation

Rates, \$2.50 per line; quarter page (100 lines) or more in one issue, \$2.00 per line.
The dealers' influence costs you nothing.

Let us tell you more about
TO-DAY'S MAGAZINE.

WILL C. IZOR, Advertising Manager,
1 Madison Ave., New York City.

CHARLES DORR,
6 Beacon St.,
Boston, Mass.

HOWSE & LITTLE Co.,
People's Gas Bldg.,
Chicago, Ill.

The Poster

Is this not Reason?

THE POSTER ADVERTISING ASSOCIATION is a thought-out and operated organization for making the Poster valuable. It has done so. First, by "cleaning house." Second, by accurately classifying all poster plants in the United States and Canada and fixing their rate strictly according to their service. We are a clearing house for information which we supply free. Write us or any official representative concerning cost of a campaign in any territory.

POSTER ADVERTISING ASSOCIATION, 1

OFFICIAL LIC

Amsterdam Supply Co.....111 Fifth Ave., New York City
 Associated Billposters' Protective Co.....147 Fourth Ave., New York City
 N. W. Ayer & Son.....300-308 Chestnut St., Philadelphia, Pa.
 George Batten Co..Fourth Ave., Bldg., Fourth Ave. and 27th St., New York City
 A. M. Briggs Co.....1108 Hippodrome Bldg., Cleveland, Ohio
 Geo. L. Dyer.....42 Broadway, New York City

Mahin
 Masser
 Evan J.
 The C
 George
 Henry

WATCH the crowd on any shopping thoroughfare
—where do they gather?

Before the picture and jewelry store windows most of all.

Watch anyone pick up a book. What does he do first?
Look at the pictures.

Why the great success of the *pictorial* weeklies?

Why the highly perfected art departments of the monthlies?

Why the effort you make on the illustrations of your copy?

Pictures! Pictures! One of the greatest forces in advertising copy.

They attract. They hold. They tell the story. *They visualize your message.*

We remember faces—and forget names.

We remember the book's illustrations and forget the story.

The picture is advertising intensified—the *right* picture. It is the strongest memory-holding force we have.

THE POSTER is the best medium known to the world for producing your story before the public by pictorial treatment. It is not a question of the medium; it is a question of copy. And even in copy this Association will help if you desire it.

TIO, 1620 Steger Building, CHICAGO

AL LICITORS

City	Mahin Advertising Co.....	American Trust Building, Chicago
City	Massengale Advertising Agency.....	Atlanta, Ga.
Pa.	Ivan B. Nordhem Co.....	Bessemer Building, Pittsburgh, Pa.
City	The Crockett Agency.....	Maison Blanche Bldg., New Orleans, La.
Ohio	George Enos Throop, Inc.....	1516 Tribune Bldg., Chicago, Ill.
City	Henry P. Wall.....	John Hancock Bldg., Boston, Mass.

To Reach Buyers Direct Use Boyd's Special Lists

These lists are furnished in typewritten form, with special indications, and forwarded, charges paid, on receipt of amount specified.

12,164	Bakers, Retail, Responsible.....	\$25.00
12,688	Booksellers, Newsdealers and Stationers, Preferred	25.00
6,425	Bottlers, Preferred	10.00
12,201	Butchers and Meat Markets, Retail, Responsible....	25.00
11,123	Carriage and Wagon Dealers.....	25.00
36,303	Cigar Dealers, Retail.....	50.00
10,543	Cigar Dealers, Retail, Responsible.....	25.00
15,813	Clothiers and Men's Furnishers, Retail, Responsible	35.00
14,366	Confectioners, Retail, Responsible.....	25.00
3,836	Department Stores.....	5.00
47,703	Druggists, Retail.....	65.00
25,635	Druggists, Retail, Responsible.....	35.00
34,094	Dry Goods Dealers and Department Stores.....	50.00
17,055	Dry Goods Dealers and Department Stores, Responsible	35.00
278,876	Farmers, Preferred	335.00
2,841	Five and Ten Cent Stores.....	3.50
36,711	Flour, Feed, Hay and Grain Dealers.....	75.00
19,695	Flour, Feed, Hay and Grain Dealers, Responsible...	50.00
10,043	Fruit Dealers, Retail, Preferred.....	25.00
23,112	Furniture Dealers, Retail, Responsible.....	35.00
44,857	General Stores, Retail, Responsible.....	75.00
30,758	Grocers, Retail, Responsible.....	50.00
4,241	Grocers, Wholesale.....	5.00
42,422	Hardware Dealers, Retail.....	60.00
26,973	Hardware Dealers, Retail, Responsible.....	35.00
5,783	Laundries, Preferred	10.00
36,434	Lawyers, Responsible	50.00
16,860	Lumber Dealers, Retail, Responsible.....	35.00
23,660	Milliners, Retail	35.00
10,800	Milliners, Retail, Responsible.....	25.00
24,555	Physicians, Selected	35.00
27,003	Plumbers, Steam Fitters, Etc., Preferred	35.00
4,937	Plumbers, Steam Fitters, Etc., Responsible.....	12.50
10,341	Restaurants and Cafes, Responsible.....	25.00
6,243	Sporting Goods Dealers	7.50
68,788	Steam Users, Large.....	175.00
21,948	Steam Users, Responsible.....	100.00
36,635	Tailors, Merchant	50.00
9,283	Tailors, Merchant, Responsible.....	25.00
39,962	Woodworkers	100.00
24,014	Woodworkers, Responsible.....	75.00

Write for detailed information concerning the above or other classifications desired, and List Catalogue or Classified Investors' Tabulation.

Boyd's City Dispatch

Beekman and Nassau Streets, New York City

EDGAR J. WILLIAMS, Manager

CAMPAIGN ON QUANTITY AS FOIL TO HIGHER COST OF LIVING

BIG PACKAGE, HALF AS LARGE AGAIN
AS STANDARD PACKAGE, CENTRAL
IDEA IN SELLING AND ADVERTISING
SCHEME OF "WASHINGTON
CRISPS"

A manufacturing company with an established market for several products, and a large sales force, decided a year or more ago to add another article to its line.

The time was not very propitious for launching anything new. Business was not overactive. The rumble of popular discontent over the steadily rising cost of living was growing louder. There seemed to be no ground for expecting any marked improvement before the Presidential election, and perhaps even not then.

The company, however, had faith in its new product and it determined to go ahead on its plans.

When the officials got down to a serious study of the proposition, they realized that success would turn largely or wholly on unusual features. And yet the product was practically like any one of a dozen or twenty others being advertised or distributed. And in the field thus hotly contested, the company, in spite of its large selling force, did not enjoy the fullest confidence and co-operation of the jobbers and retailers. Its "free deals" and "special prices" to the retailer on its other products, promised to conjure up difficulties in respect to the new one. It could not, in fact, depend on the trade to push the article without offering inducements. It could not do this and at the same time offer unusual inducements to the public. And it could not afford to neglect the public. It looked like a long and stern chase, which means also a very expensive chase.

So the officers of the company sat from day to day and thought, and their advertising agents thought, and out of the co-opera-

tive brown study a plan emerged at last.

"This increase in the cost of living is a big stumbling block to us and to everybody else," one of the officers of the company had one day exclaimed. "Everybody is thinking and talking about it. Prices are going up on everything or threatening to go up. Recall an exception to the tendency, if you can. And yet what a selling point that would be! Why not do it? Why not jump boldly into the field with a *larger package* than any other people are putting out and sell it at the same price? And advertise it as the one thing not affected by the higher cost of living, on which money can be saved?"

The idea stuck and "Washington Crisps" were brought out and marketed on that basis by the United Cereal Mills Company, of Quincy, Illinois. The name, the package, the newspaper copy, the posters and cards are other important elements in the campaign, but the size of the package and the price are the fundamentals.



ONE OF THE FULL-PAGE NEWSPAPER ADS

If you have looked at all deeply into this extensive campaign which has been going on all the year, in what is said to be over 300 daily newspapers in more

important communities east of the Missouri River, you may have noticed one interesting fact—that in every piece of newspaper copy and in every car card wherever the package of "Washington Crisps" is represented, the exact size is always shown, never a smaller dimension.

This is very effective for more than one reason. In the first place, it calls for large space in the newspaper page, and in the second place it permits of making a strong point of that size and teaching the readers to look for and expect a large package.

The size of the package and the price are only more important than the name and design of it. It was not possible to get a testimonial from the Father of His Country but the company could

crisp package was pictured "life size." If he rode to work the street-cars told him the same story, and whether he walked or rode flaming posters showed the Father of His Country standing as the sponsor of a "square deal in corn flakes and justice to the consumer." When he arrived at his store he found that Uncle Sam's messenger had laid upon his desk an attractive mailing-card lithographed in five colors, telling of the advent of "Washington Crisps" and the advertising campaign behind it. The manufacturers were evidently going to "let George do it," and he did.

When the salesman called upon the retail trade, showed the package and the advertising schedule and talked the purpose of the campaign, it was not difficult to secure the order for a first case. The package alone was sufficient to create interest, being, it is said, the most expensive package ever used by a real manufacturer.

As foreseen, the large package helped to soften things with the grocer. He was shown how it was possible to use it to offset the hue and cry raised against him on account of the higher prices which he was compelled to ask in self-defense on such articles as eggs, butter, etc. The argument sounded good to the grocers and distribution was effected with considerable rapidity.

The advertising has run practically on three legs.

Of the \$300,000 spent thus far, much the larger portion has gone for newspaper advertising. Space was taken at one time or another in the leading dailies of practically every large or medium-sized community from Bangor, Maine, to San Antonio, Texas, and Jacksonville, Florida, to Minneapolis and St. Paul—300 papers or more.

More than \$50,000 is said to have gone into posters and painted display. The principal communities in the East, South and Middle West have been covered in this way with one sheet, eight-sheet, sixteen-sheet and twenty-four-sheet bills and painted display of a corresponding size. In New



AN APPEAL TO THE IMAGINATION

use his name and portrait and colonial costume, and did. Law and custom prohibit the commercial use of the flag, but the company could make use of part of it, and has. The result is a very striking package, rather expensively gotten up and calculated to inspire the maximum amount of good will that any package, as a mere package, could do.

The careful planning, the elaborate care taken with every single element of the campaign, have been reflected in the results and these are sufficiently indicated by the fact that a second mill has been opened, in Buffalo, which almost doubles the output, now said to be 3,500 cases a day.

The campaign opened in March a year ago. On March 15 every retail grocer in the section of the country occupied by the thirteen original states was confronted on opening his morning paper by large ads in which a new corn

YOU CAN TALK TO

ALL CLASSES—

ALL THE PEOPLE


ALL THE TIME

only by using

Street Car Advertising

"THE GOLDEN ROUTE TO SUCCESS"

And you can talk to **ALL** the people for **LESS THAN HALF** it will cost you to talk to **HALF OF THE PEOPLE** any other way, or all other ways combined. We mean **JUST THAT**.

 Read it again—analyze it!

Street Car Advertising is **SUPREME** as the most **ECONOMICAL** and most **EFFECTIVE** National Advertising Service.

We represent, exclusively, the Street Car service in more than three-fourths of the cities and towns in the United States, Canada, Mexico, Cuba, Porto Rico, Philippine Islands and Brazil. We plan and furnish every requisite of the largest and smallest advertising campaigns.

Street Railways Advertising Company

LARGEST ADVERTISING ORGANIZATION IN THE WORLD

WESTERN OFFICE:
First National Bank Bldg.
Chicago

HOME OFFICE:
Flatiron Building
New York

PACIFIC COAST:
California Street
San Francisco

York City lighted bulletin and large wall space have been generously used.

In the street cars of most of these cities and towns there have been full runs of cards. A series of six "teasers" was run to provoke curiosity before the public was let into the secret that "Washington Crisps" was being advertised. The standard card is not deep enough to take in the full size of the "Washington Crisps" package, and this fact was ingeniously turned into a

which the campaign has been running.

But there has been no neglect of the trade press, and the important factor of advertising direct to the dealer through providing him with store cards, hangers and window trims has not been overlooked. Handsome, lithographed cards have been distributed for his benefit.

WHY SAMPLING WAS NOT USED

Contrary to custom in regard to breakfast foods and most grocery specialties, there has been no sampling done with "Washington Crisps." The chief reason would appear to be that it could not be done effectively. The size of the package is against it, for sampling. To give away the full-sized package would be to cheapen it, and make it difficult to obtain the full price for it afterward. To give away a reduced size would be to lose the whole effect of the "large size" campaign and impair the effect of the advertising.

It might be thought possible to sample through the grocer and have his clerks explain, but the United Cereal Mills Company has scruples against such a thing.

"No attempt has been made to use the dealer as an advertising medium," said an officer of the company. "No offers of 'one dollar a case rebate for sampling' have been made, as is being done by some other manufacturers. The stand taken by the United Cereal Mills, Ltd., is that such an offer is either one of two things: a bribe in case the grocer does not do the sampling; or an illegitimate method of doing business in case he does; for in this case he receives nothing for his service as sample distributor."

The place of sampling in the campaign has been taken by a vigorous window-trimming undertaking. Window decorators travel from town to town covering the entire territory being worked by the salesmen.

As soon as the introductory campaign is completed, magazine space will be added to link up and intensify the local operations.



QUANTITY ARGUMENT ON A CAR-CARD

talking point by picturing people looking beyond the edge of the card, as shown in the accompanying reproduction.

The advertising appropriation of the past year will be considerably increased this year as the campaign spreads into the Far Western states. Progress is being made as fast as conditions permit. During the winter season, the campaign has been carried on in the Southern states.

As an indication of the kind of pace the United Cereal Mills people are setting, it is announced that on Washington's Birthday, full pages will be taken in thirty-five or forty leading dailies in the East, Middle West and South. Outside of this the future schedule calls for two large ads and two small ads per week in more than 300 daily newspapers, varying as to locality, but averaging for the large ads 200 lines over four columns, and small ads 160 lines over three columns. Five Chicago newspapers have carried "Washington Crisps" ads at one time, and full pages will appear in these five on February 22d.

These are the three legs or general consumer mediums on

"WHY THE BANK SHOULD ADVERTISE"

Emerson De Puy, editor of the *Northwestern Banker*, addressed the Des Moines Ad-Men's Club February 6, on the subject, "Why the Bank Should Advertise." He said in part:

"Not only should the bank advertise to build up its own business and thus be enabled to declare dividends to stockholders, but there is a public duty which all good bankers recognize and that is a thwarting of the schemes of the J. Rufus Wallingfords.

"The business of selling all sorts of worthless 'stocks' and 'bonds' by mail, through able and seductive advertising, has assumed wonderful proportions.

"It seems clear that the bank should make its advertising educative along these lines, to the end that the people may have information valuable to them as to the making of investments.

"It is safe to say that the alluring part of the advertisements of all 'get-rich-quick schemers' lies in their disinterestedness. Everything is for the benefit of the other fellow; the promoter of the scheme is a philanthropist whose highest joy is in serving his fellow men.

"Always the schemer shows great dividends (on paper), his literature and follow up stuff; refers pityingly to those people who foolishly put their money in savings banks where it only draws 4 per cent per annum.

"All students of the subject are aware that the advertiser loses ground in proportion as he reveals his desire to sell. The public cares nothing about his desires, but when he shows that same public how it is to be enriched and benefited in buying what he has to sell, then it comes running with its hands full of money.

"The J. Rufus Wallingfords are men of great ability along this line, and the banker should understand that he is up against a stiff proposition; that his advertising must be well prepared and have a definite aim in order to win out against the forces which seek to take from his community the money which properly belongs and should remain there."

THE PUBLISHER'S PROBLEM

On Tuesday, February 6, A. H. Messing, assistant publisher of the *Chicago Examiner*, delivered before the Executive Club, of Chicago, a very interesting address on "The Making of a Newspaper."

Mr. Messing said that to-day we haven't the problems we had years ago, of how to get news, but of the news we shall print. He stated that of the news matter received by a large newspaper, hardly 10 per cent is used.

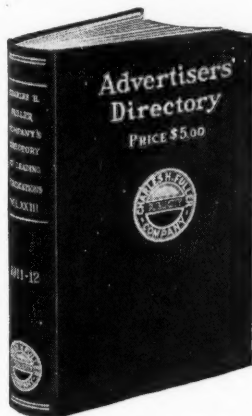
Lewis C. Randolph, recently on the advertising staff of the *Railway Age-Gazette*, New York, has been appointed advertising manager of the Corrugated Bar Company, of Buffalo. This concern moved its headquarters from St. Louis last October.

Advertisers' Directory Rate Book

The Only Directory Quoting Rates from Which You Can Make Your Own Advertising Estimates.

Sent Free on Approval

Contains a complete list of all the leading dailies, weeklies and monthlies, including Trade and Technical papers, published in the United States and Canada; their circulation and advertising rates.



Size 4 3/4 x 6 1/2 Inches—575 Pages.

We expended upwards of \$15,000.00 in collecting and compiling the contents of this book. It also contains a two-color accurate map of each State and Territory; is beautifully printed on fine bond paper; gilt edged, thumb indexed, stamped in gold and bound in genuine red leather.

Price, \$5.00 per copy.

To convince you, send in your name and complete address and we will send you this book by express, prepaid, on ten days' approval.

CHARLES H. FULLER CO.

631 S. Wabash Ave.

Chicago

HOW TO DEVELOP A MOTION PICTURE ADVERTISING CAMPAIGN

THE KIND OF MANAGER MOTION PICTURE PUBLICITY CALLS FOR—
FIRST STEP IN ORGANIZATING THE WORK—ADAPTING THE STORY TO VARIOUS CLASSES OF PEOPLE—
WHAT A GOOD MOTION PICTURE STORY SHOULD TELL

By Edwin L. Barker,

Of the International Harvester Company of America, Chicago

[EDITORIAL NOTE:—The writer of this article has had charge of the "Romance of the Reaper" lectures, illustrated by motion pictures, since first the Harvester corporation put it out. This article is published in response to many requests for information regarding practicable methods of motion picture operation and procedure.]

The International Harvester Company of America has given motion picture advertising a thorough test. "Thorough test" frequently is regarded as a large expression, but not when one has been using pictures for a year and a half, with three outfits touring the country, return engagements asked for, a pigeonhole full of press and personal endorsements, and with several hundred thousand people entertained, educated and brought closer to the company and its work. Yes, "thorough test" is correct.

"Sales?" you ask. That's like a business man—always thinking of business. *Sales follow the path of education as naturally as sentences follow words.*

Motion picture publicity is in a class by itself. For this reason commercial concerns, and the agencies which handle much of their advertising, have been a little slow to take on the pictures. Up to now—or was it up to yesterday?—motion pictures were tagged "show business." There are no words like "show business" for putting the commercial mind on edge. Why this is so I do not know. The man commercially trained never regards "show business" as business, yet the truth is there is no business in the world with so many fine turns—where

profit and loss watch each other so closely.

Well, motion picture publicity, to be successful, must contain a diluted germ of the "show business." Or, to be more exact, it must have back of it some of the finer points of lecture management.

This organization considered motion pictures as factors in its promotion work very carefully before committing itself. One important consideration was that people had ceased to be satisfied merely by "thrillers" and were looking more and more for solid information and instruction in their moving pictures. This indicated a growing appetite for pictures of commercial, industrial or educational themes. All the world loves action, and motion pictures are all action. Satisfied of the new popular mood, the International Harvester Company of America adopted the new "medium" and began to study effective methods of application.

"We made our mistakes, of course, but we believe we have finally 'hit the right pace' and method, and what is said here is a reflection from our experience."

AT THE START

In organizing a motion picture campaign, first engage a man versed in advertising and publicity, and who also knows something of show or lecture management, preferably the latter. Such a man, if told to go ahead, and then if let go, will place the entertainment before the largest number of people, and will earn his salary in the saving of useless expenditures. Unfortunately demand has produced only a few men of this size. But as the world has a habit of evolving the men she needs, we need not wrinkle our brows over this problem. To organize a picture campaign along the lines of a newspaper, billboard, follow-up or sales campaign, and then expect the same sort of results in the same sort of way, is like waiting for a reply from the letter you forgot to mail. All of these lines will enter into a picture campaign, but only indi-

In the February Issue of Standard Advertising CHICAGO

BERT M. MOSES, president Association of American Advertisers, explains in detail just what the three A's cut of that organization stands for, which gives significance to the circulation investigations being conducted by Standard Advertising.

GEO. A. WEINMAN, advertising and sales manager of Lord & Taylor (who have the reputation of exercising great discrimination in the selection of their mediums) gives his five most important standards by which to judge an advertising medium, with his reasons.

GEORGE W. COLEMAN, president of the Associated Advertising Clubs of America, contributes an article on conventions in general and the Dallas convention in 1912.

JOHN BUDD, newspaper special agency man of New York and Chicago, covers "The Newspaper and Its Direct Appeal" in an interesting and graphic manner, with some new light on newspaper advertising.

E. F. TREFZ, advertising counsellor of the Thomas Cusack Company, writes a different article on "Abraham Lincoln's Kind of Copy" which drives a wedge into some orthodox copy rules.

COLONEL HOLLAND OF TEXAS, A pen picture of the most important publisher, educator and industrial engineer of the Lone Star state, by Seth Brown.

D. L. TAYLOR, president Taylor-Critchfield Company, tells how he secured \$1,000,000 worth of new business in a month and sights ahead in the 1912 path.

M. R. D. OWINGS, advertising manager of the International Harvester Co. of America talks about crop conditions and farmers and says that the presidential year is to be a banner year.

M. ROTHSCHILD, manager Chicago House Wrecking Company, writes the only article that ever appeared over his signature, but he could not withstand our appeal to share in the good work.

THIS IS NOT ALL. Just enough to show the kind of material built into the February issue. There are three pages of editorial matter of more or less importance.

I don't care how big a dollar looks to you, twelve issues of Standard Advertising will outweigh it. Chances are the above issue will settle the score and leave you eleven issues to the good. Only five on free list. Made good enough to challenge an advertising man's dollar—a mighty severe test.

If you do not see the worth, your dollar goes back after three issues and no questions asked. I am not afraid to take all the chances of proving its value because the best men in advertising are satisfied.

Pin a dollar bill to your letter head and send it at my risk before the February issue is all gone.

SETH BROWN, Editor

**Kesner
Building Chicago**

rectly, and only as a means towards an end. There will be advance notices and write-ups of the entertainment in the newspapers, posters for the billboards and windows, letters of invitation, and, last but not first, increased sales, either directly or indirectly.

Keep direct advertising as far in the background of the pictures as possible. One can't repeat this background warning too often during the making of industrial motion pictures. Noticeable advertising in a picture film insures for it the smallest circulation. Never stick a sign into a motion picture. In time it will jar even the man who put it there. Thousands of feet of pictures, which is just another way of saying thousands of dollars, have found their way to the scrap heap, all due to the over-zealousness of advertisers that, for the moment, forgot the laws of suggestion.

For the right sort of pictures there are three main avenues of circulation.

HOW THE PUBLIC IS REACHED

First, the motion picture theatres—trust and independent. You can't use both—they won't let you so take your choice. These theatres can place a motion picture before from five to seven million people. To this first avenue may be added the traveling picture shows, which may or may not be used to advantage. Much depends upon the nature of your pictures, but more depends upon the nature of the show. That is to say, if your product is silk, don't place a picture of it in the hands of a rag-alley showman.

Second, the schools and colleges. This is a growing, but a conservative, field, and the more it grows the more conservative will it become. To enter here, a picture must bear the stamp of education, and the man in charge needs to understand the school-master's viewpoint. As yet there does not exist an agency for the placing of motion pictures in the schools. But such an agency will come—in fact, one, at least, is on the way.

Third, public exhibitions con-

ducted through sales organizations. In following this important line of work the sales managers, the traveling salesmen, and the dealers must be enthused and made to see the advantages of the campaign. When properly managed this is co-operative advertising salesmanship at its best.

Other profitable places for exhibition are at fairs, conventions, Chautauquas, teachers' institutes and so forth, but unless the manager really knows what he is about, it were better to side-step these avenues lest they befog him.

And now comes the eternal question: what's it all going to cost? That depends on how far you care to go. A good motion picture negative costs a dollar a foot, and prints from the negative, as many as you like, may be had for about ten cents a foot. A reel holds a thousand feet, and the time for showing a reel will average eighteen minutes. Still pictures—views, plain or colored—"slides," to speak technically—costs from fifty cents to one dollar each.

A business institution that cares for theatre circulation only, and such other showing as may be obtained in a miscellaneous way, will need a negative of from 500 to 1,000 feet in length, and from this fifty prints.

WHEN YOU WOULD BE YOUR OWN SHOWMAN

So far as it goes, this circulation goes well, but to go farther and better I recommend the illustrated lecture - entertainment. Many, but not all, towns have motion picture theatres. With the lecture-entertainment you can go where you like when you like, and print your story two ways—with words and pictures. The lecture-entertainment requires both motion and still pictures, a picture machine, a lecturer, an operator, and advertising matter made up of tickets, folders, posters and newspaper cuts. And here let it be inserted that from 2,500 to 3,000 feet of film, and from 75 to 100 slides, are enough for a lecture-entertainment. Don't make the mistake of taking 5,000 or

10,000 feet of pictures, as some firms have done. It is impossible to show everything, just as it is impossible to tell everything. Pick out the big, vital points, touch them up with sidelights, and that is enough.

Such an entertainment should run from an hour to an hour and a half—an hour and a quarter is just about right. A lecturer's salary will vary from \$100 to \$200 a month. But no matter what the salary, be sure that he is the man—pleasing personality, with a voice that carries, a sense of humor, correct pronunciation, an idea of diction, and, above all else, one who believes in the company he is working for and is in harmony with its spirit. A picture machine operator will ask from \$75 to \$100 a month. If he is competent, he is worth it; if he isn't, scratch him from all consideration. Quite as much depends upon the operator as upon the lecturer. They form a team, and if one is weak the whole ef-

fect is weakened. For road work consider only those operators that have had road experience. If one is found that has had lecture experience, give him the preference. A picture machine and trunks—complete outfit—will figure around \$250. To all this must be added the expense of travel—railroad fares, hotel and transfer of baggage. If the entertainment is to be given in towns not provided with electricity, calcium light must be used. For such places gas tanks may be had from almost any large city, and a pair of tanks will provide enough light for five or six entertainments.

THE DEVELOPMENT OF THE ILLUSTRATED STORY

Now you are ready for the broadest and largest work. But how about your story? Have you thought of that? It must be interesting, and it must start from somewhere and go somewhere. Outline your story, and then get pictures that will illustrate it.

YOU CAN'T AFFORD TO OVERLOOK THE SOUTH

"The Most Prosperous Section of the Country"

The millions of southerners read newspapers *first*. They believe in *these local dailies*.

ALABAMA

Birmingham Ledger (E)
Mobile Register (M & S)
Montgomery Advertiser (M & S)

FLORIDA

Jacksonville Metropolis (E)

GEORGIA

Albany Herald (E)
Atlanta Constitution (M & S)
Atlanta Georgian (E)
Atlanta Journal (E & S)
Augusta Chronicle (M & S)
Columbus Ledger (E & S)
Macon News (E)
Macon Telegraph (M & S)
Savannah Morning News (M & S)
Savannah Press (E)

KENTUCKY

Louisville Courier-Journal (M & S)

LOUISIANA

New Orleans Item (E & S)
New Orleans Picayune (M & S)
New Orleans States (E & S)
New Orleans Times-Democrat (M & S)

NORTH CAROLINA

Charlotte News (E & S)

SOUTH CAROLINA

Charleston Post (E)
Columbia State (M & S)

TENNESSEE

Chattanooga News (E)
Chattanooga Times (M & S)
Knoxville Journal & Tribune (M & S)
Knoxville Sentinel (E)
Memphis Commercial Appeal (M & S)
Memphis News-Scimitar (E)
Nashville Banner (E)

TEXAS

Houston Chronicle (E & S)
San Antonio Express (M & S)

VIRGINIA

Richmond Journal (E)
Richmond News Leader ((E)

Don't make the mistake of trying to fit a story to a miscellaneous collection of pictures.

Fortunately the International Harvester Company of America has a wonderful story to tell. You may remember the drift of the booklet, "The Story of Bread," recently published in **PRINTERS' INK**. In a way "The Romance of the Reaper" exploits a similar theme, except that it tackles the subject from a different angle. It traces the development of agriculture and the progress of harvesting machines for hundreds of years—from the crude hand sickle to the modern binder—from the man with the hoe to the modern tractor. Through it all plods the advance of civilization—it grips the very heart of the age in which we live. Few people ever have given the subject more than a passing thought. The lecture opens their eyes to the importance and greatness of agriculture, and for the first time, perhaps, they realize the necessity of large plants for the manufacture of farm machines.

Now you understand what is meant by having a good story to tell. Your story may lie in a different direction—no doubt it does—shoes, for instance, or salt, or insurance. But somewhere you have a story—big and gripping—so *dig it out*, and be good enough to permit the advertising to take care of itself. In "The Romance of the Reaper" the only time the company is mentioned is at the beginning, when the lecturer states that "by the courtesy of the International Harvester Company of America we are here this evening," etc.

Much of our work is being done through our own sales organization, though the lecture is highly successful at colleges, schools, Chautauquas, farmers' institutes, fairs, conventions and elsewhere.

In mapping out a tour we send a letter to each of our general agencies in a state, or group of states, asking the general agent how much time he can use in his territory, and when he can use it. Then the time is assigned—one,

two or three weeks. The general agency works in conjunction with the local dealers. The dealer in a town engages a hall and looks after the advertising. He sends out a letter of invitation to farmers and others interested, and encloses with each letter a ticket of admission and a folder which describes the entertainment. An advance notice or display advertisement is inserted in the local newspaper, and posters are placed in show windows and on billboards. Dealers also give out tickets and folders at their places of business. It is important that the dealer be given some work to do. This whets his appreciation, which, in turn, stirs his enthusiasm.

ADMISSION SHOULD NOT BE FREE

We furnish the advertising matter, and the amount varies with the size of the towns. Admission is by ticket—always, always! To open the doors wide and cry, "Free Show!" is to dull the appreciation. We may want something for nothing—most of us do, or think we do—but when we get it it loses its value. Hence, admission by ticket.

When the day arrives the crowds arrive. Frequently it is necessary to give two lectures—afternoon and evening—and many times our lecturers are forced to give three lectures in a day.

Last autumn I went into the field, and for several weeks traveled with one of our outfits. It was a rare experience. The lecture puts new life into our salesmen and dealers, and it brings the people into a closer intimacy with the company and its lines of machines. During the hour and a quarter of talk and pictures there is felt the warm handclasp of seller and buyer—a better understanding between server and served. And, above all, an audience carries away a lot of valuable information. Never lose sight of that.

Joseph W. Gibson, founder and publisher of the *Haberdasher*, died at his home in New York February 9. Until his retirement from active business three years ago, Mr. Gibson was one of the foremost figures in the clothing and furnishing goods trade.

Newspapers

Sooner or Later

The daily paper is coming into its own.

The planning of every new campaign shows an increasing tendency in favor of the newspaper. It is becoming a recognized fact among both new and old advertisers that no other medium offers so certain and economical a means of securing distribution and sales, and **holding** them.

The Seattle Times

is the one newspaper advertisers **need** to cover the Pacific Northwest, the fastest growing section of the country. The TIMES has always been a prime factor in the life of this country, and each year sees it with a firmer foothold in the esteem of its readers. It leads all its contemporaries in circulation and advertising carried and in all the standards by which newspapers are made leaders.

Full information concerning market conditions, population, etc., with plans for the best use of the Times, is at the service of all advertisers.

TIMES PRINTING COMPANY

Seattle, Washington

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

NEW YORK

KANSAS CITY

CHICAGO

You Need My Know How

With the know-how of buying, the know-how of selling, and the know-how of business management—all gained by actual experience; and with the know-who of people as well as the know-what of their needs and purchasing power—gained by actual world-wide travel and residence, I am peculiarly well fitted to write advertising copy.

That is my Specialty.

Printers' Ink has seen enough merit in my work to mention it favorably more than once.

I intend to connect myself as advertising copy writer with a high class agency, or high class advertiser—either daily or periodical—one who appreciates artistic, original and telling copy and knows what such work is worth.

To get in touch with me you must write fully.

I must know just the sort of work you require; and, too, the maximum compensation you can offer.

If you want me dollars enough and the work you require is the sort of work I want to do, I shall arrange for an interview at which time I shall give unquestioned reference as to my ability, integrity and habits.

I am willing to go anywhere, and at once.

**Address
J. H. M.
Printers' Ink**

TAKING TOLL FROM TIME- LINESS IN ADS

HOW CAMPAIGNS ARE BUILT UP,
CLEVER COPY DESIGNED AND BIG
RESULTS SECURED THROUGH SEE-
ING OPPORTUNITIES AND PRESSING
THEM INTO SERVICE

By Chalmers Lowell Pancoast.

For months the Chicago Automatic Telephone Company's advertisements had been hitting up against a stone wall. Nearly every home and office was equipped with the Bell telephone, good service had been established, and, having become satisfied, the people had formed a habit which seemed impossible to be broken or changed.

Then the Bell Company began to put in the "Nickel-First-Before-You-Get-Central" telephones, and the people arose in protest. Every newspaper published letters from citizens in which they criticised the new telephone as dangerous to the city. If a home happened to run out of nickels there was no way in which a call could be sent for the police, fire department, doctor. A quick call was out of the question unless the party had a nickel to get into communication with central.

Then the Automatic Telephone Company saw its big opportunity. With the public against the "Nickel-First" telephone, it had a clear, open field for a strong advertising campaign.

The first advertisement jumped right into the heart of the matter without wasting time in talk. The public was informed that no nickel was required with the automatic telephone. All that was necessary to do was to simply take off the receiver, indicate the number by a few rapid turns of the dial. The doctor, police and fire department were always within easy reach without wasting time hunting for a nickel.

Expressions of the people, published in the Chicago newspapers, were reproduced in the advertisements, and every means possible was employed to take advantage of the opposition against the "Nickel-First" telephones.

The time was ripe for popularizing automatic service, and the Automatic Company began to forge ahead in securing subscribers in numbers which it had thought impossible. An opportunity presented itself—and the new company saw it at once and lost no time in reaping the benefits when the public mind was in a condition to accept relief from the pay-as-you-enter telephones.

The Automatic Company's advertising appealed for another reason—that of the universal problem cost. It took advantage of the situation by cutting the rate in two. Forty nickel slugs were offered for one dollar; each slug entitling the user to one call at any pay station. This arrangement was doubly strong in its appeal, because the "pay" instruments did not require the nickel first.

Before this advertising campaign was started there was some doubt about the Automatic Company's success in Chicago, but now the results from the advertising have given assurance of the rapid extension of the automatic system throughout Chicago.

Another striking campaign was developed through an opportunity which was brought about by high prices.

When the price of butter went up to fifty cents Swift & Company saw a chance to promote the sale of its oleomargarine through a series of clever cartoon advertisements. The first was a drawing of a man looking at two signs. One read, "Butter, 50c.," and the other, "Swift's Premium Oleomargarine, 30c." That was all there was to the advertisement, but the simplicity of the idea brought out with astounding force the difference of twenty cents in price. It was a startling fact the public could not easily escape.

This advertisement caused a big jump in sales, because the name "Swift" is known to stand for quality and purity. The demand for oleomargarine increased instantly, and people began using it who never before thought of using anything except butter.

Each advertisement of the cam-

Go After Small Town Trade

Manufacturers who advertise only in the large cities are overlooking the rich, ripe and unplucked small town field. Over 65 million people live in the cities and small towns of 25,000 and less and on the farms. Advertise in the small town local papers and you effectively reach both the farmers and the small town people. You also win the small town dealers. Try out a "small town campaign" in the

Norfolk, Nebr. Daily News

**The World's Greatest
Country Newspaper**

It thoroughly and effectively covers northern Nebraska and southern South Dakota, reaching 195 towns ranging in population from 200 to 7,000. Has paid in advance \$3.00 a year subscribers in all these towns and on the rural routes out of them. A trial campaign in The Norfolk, Nebraska, Daily News can be easily run and watched and the cost will be little. The results will unfold the great possibilities of the uncultivated small town field. Write for a sample copy of The News and full information regarding the rich territory it covers.

C. B. CABANISS
ADV. MGR.

paign was different, but the cartoon idea was employed throughout. Another "moving picture" idea of a cartoon advertisement was headed, "The Man Who Got Wise." In a series of six drawings a man was pictured meeting people carrying a package and smiling contentedly. After meeting three different persons, each with the familiar "Swift's Premium" package, he rushes into a grocery store and comes out with a package of Swift's oleomargarine, and saying, "And Only Thirty Cents a Pound."

New idea advertisements of this kind caught the fancy of the public and changed thousands of butter buyers into oleomargarine users. And you know the old saying that "a little start in the direction that pleases soon develops a habit hard to break."

THE NEW IDEA A NECESSITY

The public continually clamors for the new idea. It has reached a point where an advertiser must offer his wares in some new and attractive manner to change the people to his way of thinking.

In Newark, Ohio, an automobile dealer wanted to introduce another make of car. He knew that if he could devise an advertising campaign which would offer the townspeople excitement and allurements, he would soon have them interested in the new automobile. His plan was to sharpen the edge of curiosity and offer an inducement to make the people take more than a passing interest in the car. He saw an opportunity to burn the name and make of the car into the public mind by doing something out of the ordinary. And he did the unusual by offering cash prizes to the citizens guessing nearest to the number of times the car would go round the Public Square, and on which side of the square it would stop, using one gallon of gasoline. Here was a method of inducing everybody in the town to watch the demonstration and give their attention to a car which ordinarily they would consider "just another kind of an automobile." The contest also hammered home the ar-

gument that the car would run further than any other on one gallon of gasoline.

After the running test and demonstration on the Public Square—in the very heart of the city—on Saturday, the busy shopping day and pay day—there were few people who did not know the name of this automobile, what it looked like and how far it would run on one gallon of gasoline. This test aroused so much interest that the car was immediately established and many sales were made on the opening day of the campaign. More than 9,000 guesses were entered in the contest, and the streets were crowded when the test was made. In addition to all this good advertising the local newspaper's gave free editorial space in describing the clever scheme and later published the results.

This plan of demonstrating an automobile was just enough out of the ordinary to arouse the interest of an entire city in a certain make of automobile.

JANUARY FIGURES FOR NEW YORK DAILIES

The following is the complete statistical record of advertising lines carried by New York newspapers during January 1911 and 1912 as compiled by the New York *Evening Post's* statistical department:

Name	1912	1911
Brooklyn Eagle	795,296	781,338
Herald	822,796	902,049
World	959,274	993,624
Tribune	287,709	314,960
Times	788,662	717,545
Sun	441,350	432,587
American	772,330	736,386
Press	232,760	199,314
Evening Post	338,423	332,555
Mail	460,750	419,237
Globe	465,746	366,121
Evening Sun	300,801	278,752
Evening World	524,856	474,459
Telegram	525,226	500,536
Evening Journal	575,951	479,930
Staats-Zeitung	389,980	

REPRESENTATIVES ALTER PLANS

The Representatives Club, of New York City, has decided to abandon the proposed evening of cards, dancing and vaudeville, that the "On to Dallas" committee of the Representatives Club was to give at the Hotel Martinique, on the evening of February 23, and in its place to hold an evening meeting of club devoted entirely to advertising, and have talks on several of its different phases.

By What Means Can I Best Secure Substantial and Permanent Export Business for My Company?

This is a question that every Advertising Manager very pertinently puts to himself when considering how best to serve the company that has employed him to exploit their **export** business.

Now the Answer is Very Simple

No single means can be used so effectively as the advertising columns of an export journal that has been in existence long enough to have established itself in the confidence and respect of its readers.

This Can Be Claimed for El Comercio

the oldest Export Journal in the world and one that has carried advertisements of hundreds of leading manufacturers in the United States for from 3 to 37 years. Its large, sworn circulation is only among those who have the means and inclination to purchase in the following countries, viz.: South and Central America, Mexico, West Indies (including Cuba and Porto Rico), Panama, Philippine Islands, Spain, Portugal, etc.

Export Trade is valuable at all times and a necessity in dull times, and its great importance and growing strength is shown by the following figures:

TOTAL EXPORTS, 1911.....	\$2,658,400,000
TOTAL EXPORTS, 1910.....	1,829,000,000

Increase 1911 over 1910..... \$829,400,000

Send for sample copy of El Comercio and our **SPECIAL EXPORT PROPOSITION.**

J. SHEPHERD CLARK CO.

Proprietors "EL COMERCIO"

126 Liberty St., New York, U. S. A.

Magazine Man

Six years' experience with large publisher. Knows every detail of the management of the business department of a magazine.

Thorough knowledge of
Manufacturing,
Circulation,
Advertising,
Accounting.

Wishes to make a change. Address

"M. I.,"

PRINTERS' INK.

Correspondent and Advertising Man Seeks Position

Man, aged 25 years, married, now assistant to general manager of small agency, seeks position which offers greater opportunities.

Manager of multigraphing department in agency. Assists in composition of circular letters and writing of general advertising matter. Assumes entire charge of business when employer is absent.

Started business career as stenographer. Has been partner to printer. Graduated from International Correspondence Schools in advertising, but does not claim competency on that account alone.

His advertising agency, printing and general business experience fits him to become an essential factor in some manufacturer's or other selling organization as assistant to advertising manager, or in a large, live advertising agency.

Have you an opening for him? May he send samples of his work?

Address "A. M. D.," Printers' Ink.

URGES NEED OF WELL-IN- FORMED REPRESENTATIVES

In his talk recently before the Six Point League, New York, Richard A. Foley, the Philadelphia advertising agent, expressed the opinion that more representatives of periodicals should broaden their equipment. He said:

A great many advertising representatives spend their time in exploiting only the merits of their individual publications.

What I would suggest is that you gentlemen try to tell the advertiser—the manufacturer—a little bit more about conditions in your territories apart from the mere matter of circulation. Try to show him new ways of increasing his business, enlarging distribution and getting more out of his advertising.

Now, every one of you gentlemen knows some manufacturer who is spending his money in a rather indeterminate method of advertising. Of course, you are in no position to offend the agent. But if you do not care to recommend the proper course to the manufacturer, why don't you go to the agent, if you see room for improvement, and suggest that he could get a better return for his client and a larger appropriation if he were to develop more salesmanship, more human interest in the copy?

There is another thing you could do for the advertising business in general.

Your newspapers could maintain in New York City a central legal information bureau.

Sometimes it would seem that a decision on prize offers or business co-operation offers of entirely legitimate construction is wrongly construed as a violation of the law. I have had a recent illustration of this where certain postal officials agreed that an advertisement was all right, and yet the New York Post-office put the advertiser to hundreds of dollars' worth of expense and untold annoyance on a small technicality and refused to reconsider it.

If the newspaper maintained a legal information bureau, where this and similar matters might be taken up, the cost would be small and the service large.

Mr. Foley pointed out the possibilities latent in community-of-interest advertising, such as the cypress growers and cement manufacturers, and then expressed the belief that the great humanitarian movements could be made to express themselves forcefully through paid advertising. The Society for the Prevention of Cruelty to Animals, the Young Men's Christian Association, the League for Medical Freedom and

many others would be greatly helped by modern advertising campaigns in the daily newspapers.

President Dan Carroll was in the chair and thirty members were present.

ARMY AS A MARKET

Brigadier-General H. G. Sharpe, commissary general of the United States Army, spoke upon the problem of supplying the army with good food, before the fifth convention of the National Canners' Association held in Rochester last week. He gave these interesting figures:

"To show the vast importance to the army of proper food and canning, both from the standpoint of health and economy—in reduced cost, losses and transportation—it may be stated that the amount of canned goods used by the army in the Philippines during their occupation of nearly fourteen years has been approximately 23,000,000 cans of milk, 16,000,000 cans of vegetables, 7,000,000 cans of meats, 6,000,000 cans of fruits, 5,000,000 cans of fish, 600,000 cans of baked beans, 500,000 cans of soups, making a grand total of 58,100,000 cans. And if the quantity of canned goods consumed by the army in other territory outside of the Philippine Islands is considered, it would doubtless equal, if not exceed, the figures quoted, and make the grand total of consumption largely in excess of 100,000,000 cans.

ASSOCIATED CLUBS OF IOWA

The programme of the second annual convention of the Associated Advertising Clubs of Iowa, which takes place at Cedar Rapids, February 26 and 27, includes papers by W. W. Marsh, Waterloo, Ia.; Frank Armstrong, Des Moines, and R. S. McKelvie, Lincoln, Neb. The banquet will be held on the evening of the 26th, and upon the programme appear the names of P. S. Florea, of Indianapolis, secretary of the A. A. C. of A.; J. R. Babcock, secretary, Dallas Chamber of Commerce, Dallas, Tex.; and Andrew A. Fox, of the Benjamin Electric Company, Chicago, Ill. T. W. Le Quatte, Des Moines; Nelson B. Weeks, Cedar Rapids, and F. W. Harwood, Omaha, will lead a Round Table Educational campaign the morning of the 27th, followed by an interurban trip to Iowa City with a luncheon and an address by President Bowman of the State University of Iowa.

LEWIS WITH WOOD, PUTNAM & WOOD

Paul L. Lewis, who has been a member of N. W. Ayer & Son's copy department for a number of years, has resigned from that agency to become manager of copy for Wood, Putnam & Wood, of Boston. Preceding his advertising experience, Mr. Lewis was a member of the editorial staff of the Philadelphia North American.



Get
the Bug
SEATTLE
"Golden Potlatch"

July 15 to 20

This great out-door festival will bring to Seattle in the month of July over a hundred thousand tourists, and will serve to accentuate the great natural medium

Outdoor Publicity

PORTLAND

June 10 to 15 the magnificent

ROSE FESTIVAL

Week of July 8 National Grand Lodge of Elks.

Foster & Kleiser, Inc.

Seattle,
Tacoma,

Portland,
Bellingham.



worshippers

SAMPLING FROM HEAD- QUARTERS THAT TOOK NO ACCOUNT OF DEALERS

HOW A SERIOUS FLAW WAS DISCOVERED IN A SEEMINGLY MOST SUCCESSFUL PLAN—A QUICK "ABOUT FACE" THAT PUT INTO RAPID MOTION THE SLUGGISH STOCKS OF MERCHANTS

By Laurence Griswold.

A specialty manufacturer was immensely pleased at the remarkable results secured by a manufacturer-direct-to-consumer sampling offer and it was only due to his policy of keeping his ear close to the ground that he was able to discover a serious flaw in his sampling plan, which, although it drew requests galore, had in it elements that might have "ditched" the selling campaign. The sampling had not been linked directly to the retailer.

When the Durham-Duplex Razor Company first went into the market they passed their product on down the line from manufacturer to consumer by way of the familiar manufacturer-jobber-retailer-consumer route. And they let the retailer fill a customer's needs just as said retailer saw fit.

A unique method of sampling with a thirty-five-cent razor, with a papier-mâché handle, proved so successful, however, when tried on a small scale, that the home office of the concern in New York thought it expedient to send a corps of agents through the country. It was planned to have these men pick up local canvassers who would be willing to distribute coin cards on which were printed the familiar "enclosed please find," a ready-made request of the manufacturer for a "demonstrating" razor. The coin cards also gave directions for placing in them the very necessary thirty-five cents.

All of the cards were addressed to headquarters. Hardly had the agents started across the country before requests for samples rushed into New York. Each sample "demonstrator" sent out in re-

sponse to these was provided with but one blade, and it was the idea to have prospective customers hunt around in the retail stores for extra blades. The consumer could only guess as to who was selling the blades. The manufacturer gets his profit from the sale of blades.

But this hit-or-miss driving didn't work at all. For, along with the many requests for samples came a great many kicks from the retailers.

"Why don't you let me put in your demonstrator as a leader, so the people will come back for standard sets and carry off some of my other goods?" was the general tone of these protests. "As it is," complained one man, "these men you have going around pass out the cards and the fellow who gets a 'demonstrator' from your office doesn't know



SUGGESTING A GOOD WINDOW DISPLAY TO THE TRADE

where to get a standard set, no matter how pleased he may be with your sample."

Department stores, hardware men, haberdashers and all the others to whom safety razors would come naturally as a side line, seemed to see this sampling

It Requires No Sherlock Holmes to Pick New York's Leading German Newspaper



JANUARY

1912 vs. 1911

MORGEN-JOURNAL

Gained 10,500 Lines

STAATS-ZEITUNG

Lost - 24,375 Lines

New Yorker and Revue

Lost - 19,647 Lines

MORGEN-JOURNAL

New York's Leading German Newspaper

has a greater circulation than the combined circulations of all other German Morning Newspapers; Guaranteed Unqualifiedly.

That's the Reason!

to allow the recipient to duplicate a sample trim recently arranged by the Frasse Company, in their machinist's supply window, at 30 Church street, New York. Half-tones of this window display are provided for the retailer's guidance.

"Don't all these demonstrating razors cut deeply into your regular sales of the standard razor sets?" Mr. Sheehan was asked.

"On the contrary," he said. "It has really enhanced the sales of our regular razor sets. That is what the demonstrator was originally put out for. Our main object was to give a frame with one blade, so the man would learn for himself that we had the right stuff in our blades. After he had convinced himself, it would not be long before he bought one of the regular sets.

"At one time we offered standard five-dollar sets on thirty days' free trial. Under this arrangement if the experimenter didn't like it, he could go to his dealer and get his money back. Of ne-

cessity, with our large distribution, the number returned amounted to a good deal. This meant that each returned razor must be repolished and overhauled generally. The demonstrating razors do away with all this. Besides, they push the sales of our standard sets, and are doing the trick in such a satisfactory way that we are not putting any ginger on the standard sales end."

AEROPLANE TO CARRY TROPHY

To send the PRINTERS' INK cup to the Dallas convention in an aeroplane is the latest plan of the Des Moines Admen's Club, the organization which has won this trophy for the last two years in competition with the strongest clubs in the United States.

Negotiations are being carried on with an Iowa airship company as an effort is to be made to patronize home industry if possible.

"How to Write an Advertisement That Will Get the Right Kind of Inquiries and How to Write a Letter That Will Turn These Inquiries Into Cash Orders" is the title of a pamphlet just issued by the Berkshire World and Cornbelt Stockman for the benefit of its advertisers.

The Minneapolis Journal

"The Clean, Home Newspaper of the Northwest"

The Journal refuses more advertising—every week, every month, every year—than all other Twin Cities combined.

The people believe in it, depend upon it—this is one of the reasons why THE MINNEAPOLIS JOURNAL carries more advertising than any other newspaper in the Twin Cities.

Publishers' Representatives
O'MARA & ORMSBEE

NEW YORK

Brunswick Building

CHICAGO

Tribune Building

PHYSICIAN WHO ADVERTISED IN TROUBLE WITH COLLEAGUES

WISCONSIN PRACTITIONER RESORTS TO LAW WHEN MINNESOTA STATE BOARD OF MEDICAL EXAMINERS REFUSE A LICENSE—OBJECTION THAT HIS KIND OF COPY WAS UNETHICAL BEING UNTRUE

A case is scheduled for trial in St. Paul, Minn., soon in which a physician who holds a license in Wisconsin will endeavor by law to compel the State Board of Medical Examiners of Minnesota to permit him to practice in the latter state. The pivot on which the case hangs is the advertising of the doctor who would move to Minnesota.

Dr. Boyd Williams has been conducting a sanitarium for the treatment of cancer at Hudson, Wis., and wants to extend his operations to Minneapolis. He has passed his examination as to knowledge, but license has been withheld on account of his advertising.

According to the unapproved minutes of the State Board of Medical Examiners, an amendment to a motion was made that if Dr. Williams would bind himself to the Board to discontinue "personal advertising," and confine himself to the "ethical advertising of the profession," he would be admitted. He agreed to this, but still the license was denied.

The advertising of the physician has been both in newspapers and by booklets, although the booklet is the advertising to which greatest exception is taken by the physicians of Minnesota. It is pointed out by the attorney of Dr. Williams that in the booklet, in discussing the possibility of cure, it is distinctly stated that many of the more advanced cases cannot be cured by the methods Dr. Williams uses, and no hope is held out for them. Members of the Board, while admitting this statement, say that throughout the booklet there is an undercurrent of expectation of cure, which is deceiving in its nature. It is

also said by members that Dr. Williams before the Board admitted accepting cases which were incurable.

The Minnesota State Board of Medical Examiners stands in the front rank of similar bodies of the country in regard to the strictness with which they interpret their duties.

"We cannot deny a man his legal right to advertise," said Dr. W. S. Fullerton, secretary of the Board. "He can use a whole page in the papers, put his name on billboards, hire a sandwich man or use any medium he pleases, but he must not advertise that which is not true. He can tell at length what his training has been, providing he has actually had the training he advertises, but he cannot falsify."

The Board within a year has withdrawn licenses of physicians who have advertised to cure incurable diseases and is constantly looking for the best interests of the suffering public that it be not imposed upon.

Dr. Fullerton denies that the Board has any desire to take away from Dr. Williams his undoubted right to advertise, but the law provides that licenses to practice medicine shall not be issued if the applicant has been guilty of unprofessional conduct. In the opinion of the Board, as expressed at the recent meeting, Dr. Williams' advertising is unprofessional.

The physicians of Minnesota also look askance at the claims of Dr. Williams as to his secret method of curing cancer. It is intimated that back of the refusal of the license is something of the feeling that if he has a cure for cancer he ought to give it to the world for the benefit of the suffering rather than keep it for personal gain.

So far as the State Medical Board has power, no limit can be placed on advertising by physicians except in false or misleading ads. Of these they may take cognizance and brand the advertiser as guilty of unprofessional conduct and refuse or withdraw their license to practice.

MAGAZINE TO BOOST OKLAHOMA

William Taylor, president of the Oklahoma City Advertising Club, has recently purchased the *Wide West Magazine*, formerly published at Muskogee, Okla., and has moved it to Oklahoma City. Beginning with the March issue the magazine will be issued from Oklahoma City under the name of the *Oklahoma Magazine*.

The publication in the future will be devoted to live, interesting articles regarding the resources of the State of Oklahoma and the advantages of Oklahoma City, gotten up in both news and feature form. It will also contain contributions by well-known authors of national reputation.

For one year Mr. Taylor was connected with the advertising department of the *Daily Oklahoman*, which position he resigned to become a partner in the firm of Scott, Braden & Co.

BOSTON RETAIL MERCHANTS AGAINST FRAUDULENT ADVERTISING

The Retail Trade Board of the Boston Chamber of Commerce on February 6 adopted the following resolutions:

RESOLVED, That the Retail Trade Board of the Boston Chamber of Commerce is opposed to advertising that is knowingly untrue or calculated to mislead, and

RESOLVED, That the Chair is requested to appoint a committee of three to confer with Mr. L. A. Foley and with other committees to the end that a bill directed against fraudulent advertising that will be mutually satisfactory to all concerned may be reported and acted upon at this session of the Legislature.

THE EASTERN DIVISION CONVENTION

Conrad B. Kimball, of the Representatives Club, New York, has been made chairman of the Publicity and Attendance committee of the convention of the Eastern Division of the Associated Advertising Clubs of America to be held in New York, March 7, and he has associated with himself the following: Arthur Camp, of Harper & Brothers; G. E. Cummings, of *Associated Sunday Magazines*; Henry Hobart, of *Woman's World*; O. S. Kimberly, of Doubleday, Page & Co.

FRENCH GOES TO EILERS

L. S. French, formerly advertising manager of the Cole Motor Car Company of Indianapolis, has become advertising manager of the Eilers Piano House, having a chain of stores on the Pacific Coast, with headquarters at Portland, Ore.

Alexander S. Kirkman, one of the oldest soap manufacturers in New York, died February 10. Mr. Kirkman was born in Manhattan sixty-eight years ago.

Whenever

You say
Rhode Island
think of
Pawtucket
and the
Evening Times
Why?

Pawtucket is the
second city
Providence, the first.

45 per cent
of Times advertising
comes from
Providence merchants.
They know
Rhode Island.

Known value
for the
General Advertiser.

The Evening Times

Pawtucket
Rhode Island

HOW STANDARDIZED SIZE IN TRADE-PAPERS WOULD HELP

UNIFORMITY WOULD SAVE MUCH
TIME AND MONEY AND ASSURE
BETTER PAPERS AND ADVERTISING
—FROM ADDRESS BEFORE GROCERY
AND ALLIED TRADE PRESS OF
AMERICA, NEW YORK

By F. J. Low

Advertising Manager H. W. Johns-
Manville Company, and Chairman
Committee on Standardization of
Sizes of Periodicals, Technical
Publicity Association, New
York.

That advertisers generally are in favor of having but one size for trade-papers is conclusively proven by the fact that the Technical Publicity Association, with its membership of over 100 of the largest advertisers in trade-papers in the United States, approved this formal resolution at its May, 1911, meeting.

Among some 3,725 class or trade-papers in the United States and Canada, there are about 1,400 different sizes, if we can correctly estimate by taking as a basis the fact that I found 235 different sizes in 640 papers.

If an advertiser prepares an advertisement for a 7 by 10 inch type page for one paper and wishes also to use the same copy in other larger and smaller magazines, it means that he must waste considerable time adding to the copy or condensing it and making new layouts, all of which would be unnecessary if all papers were one size.

If a half-tone is ordered of an appropriate size to use in a page advertisement in the *National Provisioner*, for instance, which space is $7\frac{1}{2}$ by 11 inches, it is usually too small to look well if used in the 8 $\frac{13}{16}$ by 13 $\frac{9}{16}$ inch page of the *Merchants Journal and Commerce* and too small to get into the $5\frac{1}{2}$ by 8 inch page

Thirty-five out of thirty-seven members of the Grocery and Allied Trade Press of America have, since Mr. Low's address, decided to change to the standard size recommended by the Technical Publicity Association.

of the *Tea and Coffee Trade Journal*. This means that the advertiser must pay about \$2 each for several different sizes of half-tones, while but one size would be necessary if all type pages were of the same sizes, for we could then furnish electrotypes of this one half-tone to all papers at a cost of but a few cents each.

Again, it would pay advertisers using a number of trade-papers, provided the papers were all of one size, to spend time and money designing attractive, out-of-the-ordinary layouts and borders for their advertisements and to furnish publishers with cuts of complete advertisements.

We could thus make our advertisements more attractive so that they would stand out better and bring greater results, and also vastly improve the appearance of advertising pages.

In this way advertisers could save much labor, too, for they could have their advertisements properly set up and supply publishers with complete cuts, thereby doing away with the necessity of reading and correcting twenty-five different proofs when the same advertisement is run in that many papers. Too many sizes are required now, making the cost prohibitive, to supply cuts of complete advertisements to trade-papers.

THE SAVING DEMONSTRATED

Suppose, for example, we wished to use a number of papers published by members of this association and furnish cuts of complete advertisements similar to the one shown here. A half-page in the *Tea and Coffee Journal* is $5\frac{1}{2}$ by 4 inches, a half-page in the *Inland Grocer* 7 $\frac{5}{6}$ by $5\frac{1}{2}$ inches, a half-page in the *Modern Grocer* is 7 $\frac{13}{16}$ by $5\frac{1}{2}$, a half-page in the *National Provisioner* is $7\frac{1}{2}$ by $5\frac{1}{2}$ inches, and a half-page in the *Grocery World and General Merchant* is $8\frac{7}{8}$ by $5\frac{3}{4}$ inches.

It would be impossible to make one drawing from which a cut could be made to fit more than two of these sizes, so four dif-

Snappy — Brilliant —
Vigorous cuts depend
above all upon the paper.

To obtain these qualities
in fullest measure, print
your next catalogue on

DEJONGE PURITAN

The paper with a reputa-
tion behind it—made
expressly for high grade
printing.

Always uniform.

Always dependable.

The man responsible for his firm's printed
matter should know and select the paper for
every important job.
Let us send you from
time to time samples
of the very best in
the printing art on
papers bearing this
quality mark. Just
a post card with your
name does it.



LOUIS DEJONGE & CO.
NEW YORK CHICAGO

ferent drawings and five different sizes of combination cuts would be necessary to start with. Then it would be necessary to have the advertisements set up five times and five electrotypes made.

On this basis it would cost us about \$163.02 to supply the above mentioned magazines with complete plates of the advertisement while we would need only one drawing, one combination cut, and would have to have the advertisement set up but once if all half-page spaces were 7 by 5 inches, for we could then furnish complete electrotypes to all papers at a total cost for everything of \$32.60, amking a saving to the advertiser of \$130.42 on just this one advertisement. Savings like this would give us more money to spend with the publishers.

Again, most advertisers clip their advertisements and paste them in some kind of a scrap book. As only a small percentage of the papers are larger than 9 by 12 inches, it would not be worth while to get a book holding larger sized ads than this. And even if we did get a book to accommodate, say, the 15½ by 21¼ inch page of the *Interstate Grocer*, the book would be too large to fit in most bookcases.

I will now mention a few of the reasons why I believe the 9 by 12 inches size is a good one from the reader's standpoint.

This is a more convenient size to read and carry in one's pocket than larger sizes. The reading matter can be set up in 3 columns 13½ picas wide, which makes it easier than wider columns to read, as the eye has become accustomed to reading this width in newspapers, general magazines, etc. A 9 by 12 inch magazine will go into most bookcases, while few dealers carry sectional bookcases any deeper than 16 inches, and some manufacturers do not even make bookcases deeper than this size, so that it is impossible to get larger size papers into most standard bookcases.

John A. Hill, president of the Hill Publishing Company, which publishes the *American Machinist, Power, Engineering & Mining*

Journal, Coal Age and Engineering News, changed over all these papers to the standard size and testifies that advertisers and readers favor rather than object to the size paper that the T. P. A. is recommending.

Here are the reasons why we selected this size: Among the 640 papers which I examined, 118, or about twenty per cent, had a type page 7 by 10 inches, and the next most popular size was 9 by 12 inches, but there were only 60 of that size type page, or less than ten per cent of those examined. Inasmuch as by far the greatest number of publishers had already adopted the 7 by 10 inch type page, we figured that it would be easier for the balance to change to this size than any other size that might be decided upon, as this size worked out exceptionally well from the printer's standpoint, and about 75 per cent of the balance of the papers were already very near that size.

This is also the size that some associations have adopted. I understand, for instance, that the Railway Master Mechanics Association as well as some other leading mechanical associations has adopted this as its largest size for catalogues and papers.

PLUMBERS' ASSOCIATION ENDORSES RESOLUTION FOR CLEAN ADVERTISING

The recent action of the board of directors of the National Association of Master Plumbers in endorsing a resolution passed by the local plumbers' association at Albany in favor of clean advertising is significant as showing the breadth of the movement in favor of higher standards of publicity. The Albany resolution, as it is called, was not aimed so much at misstatements as against suggestive and indecent advertisements. A part of the last paragraph reads:

"Resolved, That the publication or distribution of any literature advertising the materials of our trade which is of a suggestive character be condemned, and our members be respectfully requested to return same to the sender without comment."

AYERS LEAVES BUSH TERMINAL

R. F. Ayers has resigned as advertising manager of the Bush Terminal Company, New York, to develop an enterprise of his own. No successor has been appointed.

Announcement

A superior course of lectures on Advertising will be given in the Auditorium of the West Side Y. M. C. A., 320 West 57th St., New York, on fifteen consecutive Monday evenings, beginning February 19th.

The subjects and speakers have been chosen under the direction of an Advisory Board composed of the presidents of the principal advertising organizations of New York.

The aim of the course is to elucidate the essentials upon which sound judgment in advertising is based.

First lecture Feb. 19th, 8 P.M.—

"The Place of Advertising in the Scheme of Things," by WALDO P. WARREN.

Feb. 26th—

"How Advertising is Being Improved," by HARRY TIPPER.

Mar. 4th—

"Advertising as a Factor in Distribution," by EMERSON P. HARRIS.

Other subjects and speakers will be announced later.

Price for the course of fifteen lectures is \$12.75, including Y. M. C. A. Membership. To members, \$7.50. Single lectures \$1. To members 75c.

Membership includes use of Library with complete collection of all books published on advertising and allied subjects.

Write to-day for circular giving complete program and full particulars.

ADDRESS

Educational Department, West Side Y. M. C. A.

320 West 57th Street, New York City

Telephone, Columbus 7920

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1206 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., Gno. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, February 15, 1912

Branding the Misbranders

The many convictions secured by the Department of Agriculture under the Food and Drugs Act, in regard to the adulteration and misbranding of packed and canned goods, make good reading for the optimists in the advertising business. We can all now see what only a few saw before, how great a gain is to come to business from the exposure and condemnation of these business grafters who have been eating their way through the confidence created by honest manufacturing.

The law alone is nothing to these offenders. They would cheerfully pay a fine or even serve a short term in jail if nobody else heard of it. What they dread is the publicity attached to the official pronouncement, the use which competitors will make of the material, the effect on the dealer and the consumer.

This will become very clear if we glance through a few of the judgments reported, the names in connection with which

need not be singled out of the long list:

No. 1228 refers to the misbranding of hair balsam, product of _____. It was charged that the label of "balsam," "not a dye," and "harmless," was incorrect. Sentence was suspended when the defendant entered a plea of non vult.

No. 1229 refers to the adulteration and misbranding of lemon extract, product of the _____. A fine was imposed because the extract had been diluted and was short weight.

No. 1230 refers to the adulteration and misbranding of essence of peppermint, product of the _____. A fine was imposed because the product contained but little oil of peppermint.

No. 1241 refers to the adulteration and misbranding of cider vinegar and catsup shipped by _____. A fine was imposed because acetic acid had been added to the vinegar, and glucose to the catsup.

No. 1246 refers to the adulteration of figs, found in the possession of _____. The figs were condemned because they contained a large amount of putrid animal matter.

What manufacturer would want to have his name in that list, and have it bruited abroad that his goods were "putrid" or "imitation" or contained little or none of the matter which gives it its name? What would his competitors do with information of this kind? How much would it help him to build up *good will*?

Every manufacturer of standing will applaud these convictions and rejoice that they were made possible by the passage of the Food and Drugs Act. Instead of subjecting him to bureaucratic harassment, as perhaps he had feared, the law protects him against a vicious kind of unfair competition, and restores an advantage he ought to enjoy over his unscrupulous rival. It is an asset for every decent manufacturer.

But—and this is the only fruitful reflection at this stage—now that we are all quite settled in our opinion as to the importance of legal restraint, in respect to men who deceive the public by adulterating their goods and misrepresenting the truth on the labels, is it not time to extend the principle without delay to the *advertising* which deceives, and reap the benefits it is already so apparent will follow in consequence of the food and drug prosecutions?

Where a Little Information Might Help

What we know of ancient peoples we have learned from their monuments and from what writings of theirs have come down to us—chiefly from the latter. It is too much to hope for advertisers of the present day that their writings might serve as a clue to our civilization to a race of men coming centuries hence? We have heard repeatedly that advertising is an education for the masses and an encyclopedia of present-day activity. Let us imagine ourselves an archaeologist of a thousand years hence who had discovered the advertising section of an automobile paper, and set out to learn something about automobile tires of the vintage A. D. 1912. We would note, first of all, naturally that a tire was an endless cylindrical body which was applied to the rim of a wheel for the purpose of absorbing the shocks of contact with obstructions on the surface of the earth. So much we could determine—or guess—from the pictures. How much more would the text tell us?

—Tires,

The tire of greatest economy is the tire of highest efficiency.

We are building the best tire that it is physically possible to build.

More competent technical knowledge, greater mechanical skill or more complete manufacturing facilities are not available at any cost.

Our capacity is adequate to supply orders for a single tire or for thousands of sets complete.

The hope of maintaining quality at a lower cost of production will never lure us away from positive established methods and construction.

Our prices are based on the cost of producing tires of superlative quality, allowing a reasonable manufacturer's profit.

We would doubtless turn to the next page with the conviction that there wouldn't be anything left for the next tire man to claim, but in the hope that he might perhaps tell us something about tires.

—Tires are produced in the best equipped and most modern tire making plant in the world where the latest types of tire making machinery and appliances are installed.

In the use of tires automobilists are assured the utmost in resiliency, endurance, economy, strength and service. Tires absorb road irregularities, decrease

tire expense, increase tire mileage, diminish tire troubles, and make possible greater comforts.

Made in two styles. Made in three types.

We have added resiliency to the list of things to know about tires, but beyond that we haven't learned a thing. We don't even know yet what the tires are made of.

"Proved Best" Tires. Sold Everywhere. Quality—backed by broad minded business policy. To these two points can be traced the tremendous growth in the sales of Tires, which proves that users are demanding adequate return in tire value.

Nothing about tires there.

The ——— Tire Company is to-day the largest and most efficient tire making and selling organization in existence.

—Tires are made as no other tires in the world are made because made under conditions duplicated nowhere else in the world.

There is a lot of other text matter, but it tells about the large sales of the tires—nothing further which has any bearing upon the tires themselves.

Running through all our products you will note the fixed purpose to excel that means more than all else in the production of better goods and lasting reputation.

Their beautiful lines and workmanship appeal to the expert eye. Examination reveals unequalled quality of rubber, and the strongest and best fabrics that money can buy.

The result is increased mileage—and satisfaction every mile of the way.

It took courage, in the face of prejudice and other people's failures, to work out successfully the problem of making rubber tires *puncture proof without loss of resiliency*.

We have at last found out that tires are made of rubber and fabric. We are told that these tires are puncture-proof, which raises the presumption that others are not.

Here's a picture of an eagle swooping down from some craggy height, bearing a tire in his talons for the relief of a stranded party of motorists visible in the canyon below. The text reads briefly: "The ——— Tire Perfect When All Others Fail." Not being literalists, we can probably see that the eagle design is meant for general publicity, and possibly would induce motorists to try tires of the advertised brand, but it doesn't tell very much about the tires.

—Tires. Most Miles per Dollar.
—Tire & Rubber Co. America's
Largest Exclusive Tire and Rim Mak-
ers.

We thought another tire concern was the largest, but possibly that was mere poetic license. Anyway we can't settle it, and don't care to try. We are trying to find out something about tires if we can.

This name on Automobile Tires and Rubber Accessories Signifies Inherent Qualities of Material and Workmanship that Insure the Maximum of Service at the Minimum of Expense.

We'd like to know something about the "inherent qualities of material and workmanship," but don't seem able to find out.

—Tires. We could build them cheaper, but we won't. We would build them better, but we can't.

It has a sort of swing to it, but—wait a minute. Here's one at last which tells something about tires. A reading glass held over the tread of a tire magnifies certain points of construction, and arrows point out the hardened steel rivets imbedded in a leather covering. The text goes on:

—Tires are easy riding, as the resilient rubber side walls are not confined by the leather tread.

Now we are not living a thousand years hence, and we don't need a course in archaeological investigation to tell us that tires are made of rubber and fabric. If we run an automobile we need tires, and the most general of general publicity will suffice to get us to use tires of *some* kind. But we have read the ads for nine different makes of tires, and in only one case have we been told anything definite about the tires advertised. There are claims in plenty—though without any astonishing variety—but nothing to back up the claims.

Are all tires alike, with the exception of the one with steel rivets and the one that calls itself puncture-proof? And why and how is it puncture-proof? What is the fabric made of? How is it woven? How are tires built? What makes quality of rubber? What are some of the things which affect resiliency?

These are a few things we

should like to know, and there must be somebody who can tell us. The tire makers are continually trying to switch the motorist from his favorite brand to theirs; isn't there some good reason why he should do so?

Doesn't it bear out PRINTERS' INK's contention that *real knowledge* of the goods should be the foundation of an advertising campaign? Shouldn't the purchaser of tires be given a more definite choice than between two "largest manufacturers" or half a dozen "greatest economies and highest efficiencies"?

PRINTERS' INK says: *Spell Now backwards and you have Won!*

The Free Deal's Defense

One of the hardest things to appreciate is the difference between "price" and "value." They are usually related, but not so closely that the *value* of one thing may be compared with the *price* of another. Yet that seems to be the very thing which the advocates of the free deal are continually doing.

The free deal is defensible only upon the grounds of expediency. The article elsewhere in this issue which gives the opinions of several manufacturers and distributors shows, if it shows anything, that the result of the practice is simply to cut the price. In some cases it also reduces the quality—but it reduces the price in every case. The manufacturer who resorts to it is attempting to compete with value on a basis of price, and the retailer who purchases on that basis has a problem to solve very like the following: to divide a dozen cans of baking powder by forty bars of soap.

It is the liar who is ham stringing the body politic to-day. I believe that the day is coming when the law will prohibit untrue advertising in America, as it does to-day in Germany. No man can be permanently successful unless he is honest. In spite of the fact that some men seem to think there are fifty-seven varieties, but one kind of honesty, the good old-fashioned kind remains.—*The Hon. F. W. Heron at Milwaukee.*

**Two
Real Circulations
in One
Adult and Adolescent**

A certain magazine that is read for its own sake by the grown-ups as well as by the children—that is also brought to the attention of the grown-ups by the children—

Is worthy of the serious consideration of many more advertisers of merit.

May I tell you about this institution?*

DON M. PARKER
Advertising Manager
Union Square, New York City

* This is what St. Nicholas really is in the hearts of those who know it.

MR. PRACTICAL MERCHANT- DIZER MEETS MR. POLIT- ICAL ECONOMIST

AND SOME QUESTIONS ARE ASKED
AND ANSWERED THAT THROW
LIGHT ON THE COST OF PRODUCTION,
METHODS OF DISTRIBUTING,
HIGH COST OF LIVING, ETC.—THE
SUBSTANCE OF AN INTERESTING
CONVERSATION

By S. Roland Hall.

Political Economist: So you are an advertising man. Well, I greatly admire the skill you men show in exploiting things. You have your work down fine. But I regret to see the enormous waste that advertising entails.

Practical Merchandizer: Enormous waste? I don't get you.

Political Economist: Thomas Carlyle said on one occasion, when looking at a hat advertisement, "Why doesn't the man make good hats if he wants to advertise?" Why should large sums of money such as your magazine advertisements cost be expended in the exploiting of a good product and thus increase the price to the consumer. You must admit that advertising adds only to vendibility—that it adds nothing to utility.

Practical Merchandizer: Utility means being generally useful, doesn't it? How, then, can a thing be generally useful until its usefulness is generally known? Do you think that the Thermos bottle, for example, would have become generally useful if nothing about its usefulness had been published in advertisements or told by salesmen?

Do you realize that perhaps not once in fifty times where a cash register is sold did the purchaser realize his need previous to the sales work; that, as a famous salesman has said of this product, "Most of them are sold—few are bought"? Would you, if you were the inventor of such a product or a stockholder in the corporation exploiting it, favor the policy of filling only the voluntary demand and utilizing only such advertising as you could get free from

the expressions of pleased buyers?

Political Economist: Probably not; but we get a little away from the fundamental principle when we discuss these specialties. You will admit, though, that when advertisements in magazines cost from \$250 to \$3,000 a page the advertising must add considerably to the cost of even such specialties as those you mention.

Practical Merchandizer: I admit nothing of the sort. In fact, it is only by exploiting these specialties and making a large sale possible that the cost can be reduced to the figure where the average purchaser can afford to buy. Do you suppose that the cash register could be sold at its present figure if the concern making these machines enjoyed a sale of only two or three thousand a year? Could the Ingersoll watch be sold at its present low price if the manufacturer did not produce several hundred thousand watches a month? Could such a concern afford to design and put in expensive labor-saving machinery and work out specializations on the various operations if it did not have this large production?

Political Economist: But the advertising represents large sums just the same. How can you dodge the conclusion that this expense comes down to the consumer and eventually adds to the cost of living?

Practical Merchandizer: I admit that advertising adds to the cost of living, in that advertising informs us thoroughly and quickly about many things in the way of comforts and conveniences that we might not otherwise learn about. For example, a few years ago we did not know that we wanted a Thermos bottle; it wasn't on the market and we knew nothing about its utility. But when advertising informed us about Thermos we saw that we really needed one, and at once we made the exchange of our legal tender for the article; immediately we became possessed of a new comfort and the cost of living had climbed \$5 for us. But if it is wrong for us

New York Leads London

New York (Census 1910)
4,766,883

London (Census 1911)
4,522,961

POSTER DISPLAY ADVERTISING in this greatest city in the world appeals directly to over 5,000,000 consumers, including daily visitors, and offers you the advantage of a national and international prestige for your products.

Poster Advertising is the *only* Outdoor Medium able to furnish an evenly balanced display in New York and the Metropolitan District where we appeal through our Associates to a residential population of over 7 and $\frac{1}{4}$ millions of people within 30 miles of the City Hall.

Post in the greatest market in the world in the greatest city in the world through the greatest Outdoor Medium in the world.

Telephone 2357 Gramercy or write us for details.

Van Beuren and New York Billposting Company

Established 1872

B. LINK, President
A. J. VAN BEUREN, Vice-President

J. F. O'MEALIA, Secretary
S. PRATT, Treasurer

Sales Department, Fifth Avenue Building, New York
S. PRATT, Treas.-Manager OWEN EARHART, Asst. Manager

A. Van Beuren & Co. Branches:
128 Fourth Avenue
4187 Park Avenue, Bronx
K. H. FULTON, Manager

New York Billposting Co. Branches:
132 West 65th Street
147 East 126th Street
C. H. TAYLOR, Manager

to be informed about the things that make life more worth while—our Thermos bottles, automobiles, safety razors, etc.—why not extend that argument and do away with all modern conveniences and comforts and go back to the simple life where all we need is a hut and a cloth around the waist? No, good friend; depressions may bring us up sharply now and then and curtail our extravagances, but we will not turn the hands of the clock back.

Political Economist: We are not far apart when it comes to the contention that the world today demands more in the way of comforts and conveniences. But why is it necessary to spend enormous amounts in advertising when an article is of acknowledged merit? Why not adopt less costly methods of distributing to the consumer?

Practical Merchandizer: What methods? Face-to-face salesmanship? Don't, my friend, overlook the fact that face-to-face salesmanship is often a more costly method of spreading information about goods and inducing sales than printed salesmanship. The salaries of salesmen are high, and it costs a good bit of money to pay their traveling and hotel expenses. The salesman, as a rule, can talk to only one man at a time; the advertisement talks to thousands.

Political Economist: But there is one principle that you must agree is sound: there are many unadvertised products on the market equal in merit to advertised goods.

Practical Merchandizer: And why? Because they are parasites on the success of the advertised goods. They owe their existence to the success of the article that blazed the way and they would drop gradually out of sight but for the unfortunate fact that the advertising manufacturer cannot reap all that he sows. But did you ever figure on this, Mr. Professor: There are various kinds of costs. Time is worth money, and it nearly always takes more

of a salesman's time to sell an article that is not well known to the consumer. The cost in advertising saves cost at the sales counter. There exists an equalizing.

Political Economist: But you have illustrated your argument largely with the specialty. How about the staples, the things that people know all about or know enough about—shoes, flour, and the like. All of us must have shoes and we need only so many pairs a year and no more. We must all eat bread, and we need just so much flour per year and no more. Why all the costly advertising for such things, this overlapping of promotion expense by the different manufacturers, when after all there will be no more shoes and no more flour sold by the manufacturers as a whole? Would it not be well—would it not be immeasurably better—if all this advertising were eliminated by consent, if each manufacturer took his share of trade and put his price to the consumer down as low as possible?

Practical Merchandizer: I agree with you that your argument against advertising is at its best here. Undoubtedly there is waste in the overlapping of promotion expense on the necessities of life. But do you really believe that business can be run from the consumer's point of view alone? Is it not too much to expect that business men will be content to cease exploiting their wares and do business on a thoroughly unselfish and non-competitive basis? Don't you believe that there is much merit in competition? Would you, if you were a shoe manufacturer, or a flour manufacturer, and had a distinctive article, not want to get a little more than your exact share of business if you could do so legitimately?

(At this point the two gentlemen discovered that the lunch hour was more than over, and the discussion was adjourned to another day.)

POST-CARDS VALUED IN ROCK ISLAND CAMPAIGN

USED AS FOLLOW-UP THEY RENDER
A SPECIAL SERVICE EFFICIENTLY—
WHAT HAPPENED WHEN ANOTHER
ROAD STOLE THE ROCK ISLAND'S
THUNDER

By Hal S. Ray,

Assistant General Passenger Agent of
Rock Island Lines, Chicago, Ill.

We have used to good advantage the picture post-card method of direct appeal in a number of our campaigns in the past few years.

Just what direct returns these post-cards bring us it is impossible for me to say, but that they serve an excellent purpose cannot be doubted.

In our work we use them in a number of different forms, and I might say in two specific ways. The principal use which we make of them is to communicate to foreign line ticket agents throughout the country facts with reference to our service, either to a given ter-

ritory or in connection with some particular train.

The ordinary ticket agent is, as a rule, the recipient of a great deal of mail matter in the way of circulars, cards, folders, etc., and from my observation it is sometimes possible to get a message to the man you want to reach in a flash by post-card which in his haste might be lost and cast aside as an uninteresting circular if enclosed in an envelope. If the message is important for reference, the mailing card lends itself more readily to being hung up conveniently than the ordinary circular.

The other phase of our use of post-cards pertains to the direct solicitation of traffic from the traveling public. Through our representatives located in the larger cities throughout the United States we have secured a list of habitual travelers to whom we think it desirable to make an appeal. We should not attempt to reach these people by post-cards alone. The space limitations are

Premium Service

On a National Clearing House basis, relieving you of investing in a stock, expense of handling, heavy cost of printing catalogues, etc.

"The age of organization, where results are obtained at small cost, the work being done by experts."

Back of the Porter Premium Service is the experience of nearly 20 years, with unlimited resources and ample ability, offering every advantage of dealing with a high grade institution.

THE JOHN NEWTON PORTER CO.

JOHN NEWTON PORTER, President

253 BROADWAY

NEW YORK CITY, N. Y.

such that the message would necessarily be too brief. But we find that, as a follow-up, an attractive post-card serves as a reminder and adds impetus to the work which we have already done. Use of post-cards in this way has been followed in various of our

such, and operated on a fast schedule.

This year a competitor inaugurated new service and established between Chicago and Los Angeles a train known as the "De Luxe." This train operates once a week on a schedule a few hours shorter than that of the "Golden State Limited," and an excess fare of twenty-five dollars is imposed.

Being anxious to remind the ticket agents of the fact that the "Golden State Limited" was operated every day and that the very latest devices had been added to its equipment, and, what was more important, that no excess fare would be charged, we

sought for a brief message and a striking way of carrying it to the ticket agents of connecting lines which would make an impression. Coincident with this was the wish to inform the ticket agent that a new feature, namely, a through car between Chicago and Pasadena, had been added to the equipment of the train.

Our California post-cards had been distributed among ticket agents, and the attractiveness of the O'Neill drawings, which were reproduced had been widely commented upon. We felt that the use of these cards, even to the extent of defacing the design, would forcefully tell our story, and circumstances point to the fact that at a very slight expense we have accomplished in a very few days what would otherwise have entailed considerable expense and proved less effective.

Intelligently handled, I believe that the use of the post-card in an advertising campaign is of great value and will very frequently take the place of other means entailing much greater expense and, to say the least, no greater efficiency.



ARTISTIC CARD FLAVORED WITH THE "DE LUXE" IDEA

campaigns and we have every reason to believe that they have brought us adequate returns.

On the whole, I do not think that one who has carefully studied the subject can deny the real value of post-cards in the manner in which we are using them. But I believe that it is a phase of advertising which can be very easily overdone, and that the value depends very largely upon the character of work to be undertaken and the attractiveness of the cards themselves.

As a specific instance of our successful use of this medium: For a number of years the "Golden State Limited" has been operated over our lines from Chicago and St. Louis, via the route of lowest altitude through El Paso, to Los Angeles and San Francisco. It has been maintained at the highest possible standard and has actually provided all of the modern luxuries of modern railway travel. For several years it has been widely advertised through the daily newspapers and national magazines as a *de luxe* train to California and has been generally known by the public as

FORM LETTERS THAT MADE GOOD

(Continued from page 12)

away from you because you are not giving them the best shoes on the market at the price?

Shoes are going higher, but we are still selling a great many of our shoes at from five to twenty-five cents a pair less than they are worth on to-day's market. Don't put this matter off longer—we have the shoes and can fill your orders promptly—we bought leather at old prices and will give you the advantage of what we saved.

We want to send our salesman to see you. It costs you nothing, and we are enclosing self-addressed postal card for your reply. If you are only interested in a few shoes at this time, let us send you one of our catalogues, showing a complete line of leather, rubber and canvas goods and an exceptionally attractive line of felt slippers and Juliettes for the Holiday trade.

Fill out the enclosed card and mail it to us right now, and rest assured that we will give you that satisfactory service that will make it to your interest to give us your business, and when you put in a line of "Long Wear Shoes" you will find our business increased profits.

Yours very truly,

P. S.—Don't you need some filling stock for the Holiday trade? Some fur or ribbon trimmed felt slippers? Some children's shoes or perhaps some men's fine shoes? Get our catalogues now and order in time to supply the demand for Christmas trade.

This, as well as all the other letters mentioned in this article, was "filled in" with names and addresses. It was a two-page letter with a postscript, and proves that the long, hard-headed style is not always too long to get read although it talks business without frills or fine-sounding phrases.

Copyright, 1912, by Jonathan John Buzzell.

"SUCCESS" GOOD WILL AND LIST SOLD

At the sale of the National Post Company, of New York, bankrupt, formerly the publisher of the magazine *Success*, which took place February 8, Louis Leavitt, a Brooklyn paint manufacturer, purchased the rights to publish and the subscription list which contained approximately 175,000 names and an expired list of 125,000. It is reported that the list and good will brought \$2,000. *Success* suspended with its issue of December, 1911.

The correct figures for the volume of advertising carried by *Life* during the last two years are as follows: 1910, 333,968 lines; 1911, 340,342 lines.

The Biggest January

In January, 1912, The Chicago Record-Herald contained 2,247 columns of advertising, exceeding the amount printed in any previous January in the history of the paper. Following is the record of gains and losses of the Chicago morning newspapers in January, 1912, as compared with January, 1911:

	Columns
The Record-Herald	Gain 51
The Tribune	Loss 207
The Inter Ocean	Loss 103
The Examiner	Gain 15

The above figures are furnished by the Washington Press, an independent audit company, which supplies advertising statements to all of the Chicago newspapers.

THE CHICAGO RECORD-HERALD

New York Office - 710 Times Building

Manufacturers and Large Jobbers

will do well to get an acquaintance with the retail trade in the South.

The fact that the South is improving faster than any other similar section of the country has been established. And, of the different branches of trade that are increasing, the retail trade is one of the foremost.

THE PROGRESSIVE RETAILER

is doing much to foster better conditions among the retailers in the South. And they are appreciative. They will appreciate your offers of good merchandise if they are printed in the *Progressive Retailer*.

The *Progressive Retailer* is the only journal of its class published in its field. The advertising rates make it a good buy. Write for them or get in touch with your advertising agent.

Progressive Retailer Pub. Co.

R. R. McDOWELL, Managing Editor,
219 Rhodes Bldg., Atlanta, Ga.
T. H. CHILDS, New York,
1111 Flat Iron Bldg.
A. W. RIDEOUT, New England,
949 Old South Bldg., Boston.

PHYSICAL CULTURE

does not reach the upper classes; it is not their kind of publication.

It *does not* reach the lower classes: they have not the necessary education or intelligence.

Its circulation is confined entirely among the great middle class—the backbone of the nation—the people who exercise discrimination in their purchases and who are influenced by advertising.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

Quality Circulation Brings Returns

Number of Customers Doubled

by the jobbing houses in Bristol, Va.-Tenn., is the record made in the last six months. Trade is certainly booming in this, one of the "livest" towns in the South.

The constantly increasing wants of Bristol's 18,000 inhabitants and the many families in the surrounding section, stimulated by manufacturing, jobbing and retailing activities, will make it well worth the while of any advertiser to develop his sales here.

No other newspaper in the country covers as large a territory so exclusively as do Bristol's three papers cover this territory.

Send for a copy of "Truth," a booklet of facts concerning the Bristol territory and the three papers that cover it.

THE BRISTOL PUBLISHING CORP.
Bristol, Va.-Tenn.

Foreign Representatives
New York—Payne & Young—Chicago

A WOULD-BE AD MAN MAKES A "KICK"

NEW YORK, February 2, 1912.

Editor of PRINTERS' INK:

This is a kick, and a strenuous one. Why is it that in the profession of advertising as in no other profession, it is almost an impossibility for a beginner to get a start?

This is not a supposition, it is an incontrovertible fact.

Everywhere one hears the cry, "Experience, experience." Not that I am decrying the overwhelming value of actual experience over anything else, but why, oh why, does an otherwise sane and intelligent employer select the man who has already been employed for a few weeks or months in an advertising agency, or ad dept. of a newspaper or store, rather than one who has not had this experience (?) regardless of the actual knowledge and brain capacity of the two opposing applicants.

For example: I am a student of the complete advertising course of the I. C. S., the compiler of which is S. Roland Hall, a frequent contributor to your valuable pages. I have almost finished the course and am in receipt of a letter from the school commending my excellent work. I have six years of business experience and a good education with which to back up my advertising knowledge.

Desiring to enter the advertising field, I answered an advertisement, calling for a copy writer, explained my qualifications, offered my services for little or nothing, and requested an interview and a chance to produce samples of my work.

A friend of mine, who is but six months out of high school, but who has been employed as a general office assistant in an agency, also answered. He enclosed two ads which he had copied verbatim from current publications, and named the agency he was employed by as a reference.

He got the position.

My letter wasn't answered.

He was soon discharged, but that helped me not a bit.

Since losing my position of salesman, some time ago, by the closing out of the firm, I have answered by actual count, twenty-eight advertisements for advertising men. I have received twelve answers, but have not been given a chance by a single one, and never has any other excuse been offered me except lack of experience.

One grand, exalted know-nothing, who was, however, the boss of the particular "ad factory," as he called it, which had asked me to call in response to my application, turned me down, saying that he wanted an experienced man; but here's the funny part—he purchased two of the ads submitted as samples of my work.

Why couldn't I produce just as fine ads as his employee as I could independently?

His answer, "No practical experience."

If no one ever gives me a start, where in the name of all that's good, am I to get experience?

JOHN J. POWELL.

"FORCED" CIRCULATION AND THE COST OF INQUIRIES

THE COMMERCIAL-REVIEW
PORTLAND, IND., Jan. 30, 1912.

Editor of PRINTERS' INK:

In your highly worthy efforts to dignify advertising and the field in which it works, why do you not further a plan to deal with contest-forced and premium-purchased circulation, so aptly dealt with by Frank Finney in your issue of the 18th, under the heading, "Circulation Worth Twenty-five Cents on Dollar."

This is a question of great moment to the small city daily of comparatively limited circulation, many of which stand and deliver portions of their subscription proceeds to concerns which temporarily boost their circulations to astonishing heights. At the zenith of its growth, the paper issues multi-colored folders and analyses of circulation which tell of untold worlds to conquer. The advertiser or agency starts the conquering process on a year's contract, and after six months his copy is getting to the same old list that it would have reached before the forcing process was applied.

Five years ago this paper was a lovely specimen of the horrible example. All the contests that came along were welcomed with open arms. Premiums filled the gap between contests, and to this day some persons ask if we are "giving away anything on subscriptions yet?" On a piano contest held in 1907 circulation was run to nearly 5,000 net. The dropping off process was in full bloom when a change in the proprietorship took place. Since then not a premium, not a contest has aided in circulation building. Instead, advertising and placard and billboard work has done the duty, building up the net daily circulation to 3,600, and a few more. Yet every now and then we get a letter from an agency saying that some specific account cannot be placed here because of the loss in circulation.

Is it loss? Does an agency imagine that 5,000 papers, 1,500 of which are taken "to help out" a friend, are as valuable to his purposes as 3,600 subscribed for because they are wanted for the sake of the paper alone? Any practiced eye can look over a given newspaper field and immediately gauge the possibilities in circulation of the healthy, productive character necessary for advertising to develop its best results. The "watered stock" circulation is not as valuable and should not be classed with the steady-growth, slowly-built kind that lowers the "cost per inquiry."

NOBLE T. FRAIGG,
Business Manager.

LEAVE MOTOR TRUCK CO.

Brook Mathewson has resigned as secretary of the Wyckoff, Church & Partridge Company, New York, making the Commer truck. He was formerly Eastern manager of *Collier's*. Ray Giles, the advertising manager of the Commer also has resigned and goes with the Blackman-Ross Company.

A publication that absolutely will not accept advertisements will be sent free to any manufacturer or advertiser who writes on his own letterhead for it—

Ad Results

—(Out February 15)

the outward and visible form of the service-spirit which animates The Richard A. Foley Advertising Agency.

The Richard A. Foley Advertising Agency

Bulletin Building Philadelphia

The first issue in many months—and "worth while"



Mr. James O'Shaughnessy

President.

O'Shaughnessy Advertising Co.
General Advertising.
Heyworth Building, Chicago

Invites You to consult
with him on your
advertising plans
and problems of
merchandising efficiency



"Turkey Day Is on Its Way," at the head of a Thanksgiving advertisement; "One Look Means a Lot," on a real estate advertisement; "Dirty Soap Is Dangerous," as an opener for a soap-granulator advertisement—these are happy thoughts that bring advertisers a good measure of attention. You can't grind out such headings every hour of the day, but they are worth digging for.

* * *

Do you want highly interesting studies in the effects of advertising? Get into touch with the live salesmen—the people who are rubbing right up with the consumer or the dealer all the time. An acquaintance of the Schoolmaster was thinking of using a safety-razor set as a premium and had almost settled on a high-grade and very distinctive outfit which has been advertised some, but not as much as at least one other safety razor has been advertised. Before deciding the matter absolutely, however, he

talked with a sporting-goods merchant. Said this merchant:

"Don't understand me as urging you to buy one razor as against another. A sale of one kind means just as much as the sale of the other, so far as I am concerned. But there is one razor that we look upon as being sold practically when we get it. There is never any argument about it. A customer comes in and asks: 'Got the — razor?' We put it out and mention the price; that's all. He knows all about it; the educational work has been well done by the advertiser; there is just a quick exchange of money for the razor. With this other razor there must always be an explanation; there is a distinct sales effort. We buy this second razor three or four at a time; we buy the — in gross lots. Does that mean anything to you, looking at the comparison from the premium point of view?"

And Mr. Premium Seeker said it did mean a lot to him.

"Silver
that

Plate
Wears"



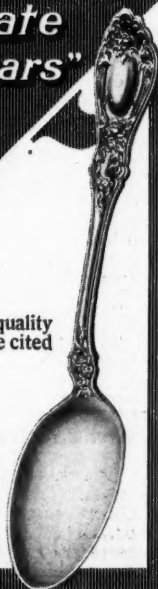
Faith in a Trade Mark

No better example of faith in a trade mark with quality back of it, and both persistently advertised, can be cited than that of

1847 ROGERS BROS.

When you are asked to cite an instance of persistent advertising, you can point to **1847 ROGERS BROS.**, which over 50 years of publicity has made familiar to those who wish the standard in silver plate.

MERIDEN BRITANNIA CO., Meriden, Conn.
(International Silver Co., Successor)



Advertise In a Live City
Where Business Is Good and
People Have Money to Spend.

THE

Brockton Enterprise



EVENINGS

FLAT RATE

35 CENTS PER INCH

CIRCULATION 12,700

POPULATION 60,000

41 New Accounts in 6 Weeks

One advertiser in the Janesville, Wisconsin, Daily Gazette secured over 40 new accounts from his publicity in this paper in six weeks. His personal letter would be of interest. Ask for a copy of it.

This is the \$1,000,000 a year tobacco and sugar beet belt and The Gazette has over 6000 circulation daily. Send for detailed circulation map.

Address

JANESVILLE DAILY GAZETTE

Janesville, Wis.

or M. C. WATSON, 34 West 33d St.,
New York, N. Y.

or A. W. ALLEN, 1502 Tribune Bldg.,
Chicago, Ill.

German Families are Large

and large families are large consumers. Think what a quantity of goods the 128,000 or more German families consume that you reach by advertising with us. Rate, \$86. flat. Why not let us run your ad in the

Lincoln Freie Presse

LINCOLN, NEB.

Is it natural? Is the reader likely to feel that the situation you depict really did happen or could easily happen, or is he likely to feel that it is a trumped-up situation born for advertising purposes? These are good questions to ask in working out the leading idea for an advertisement. At the top of a cushion-tire advertisement is an illustration of a young girl, looking up affectionately at her father and saying: "And, daddy, we will have

Cushion tires on our car, so mother and I can drive it, won't we?" Can you imagine a sixteen-year or eighteen-year-old girl so familiar with the technicalities of tires that she will plead with her father to put on a certain make? The Schoolmaster has a fair imagination, but it balks at this.

* * *

"No, no," said the publisher of a technical magazine to his service man, "don't try coupon stunts in our publication. They won't work. Other classes of readers may read advertisements closely and fill out coupons, but not our readers. It would be ridiculous to try it. Our readers are very different."

"Different from you and me and the general run of men, I suppose," said the service man. And he smiled as he looked the other way. He finally got out a two-page advertisement that was a "perfect peach of an argument" on an interesting technical subject, and the publisher rather reluctantly let it go out to the advertiser for approval. The advertisement was approved and published. Will the advertiser tell what returns it brought? He won't, but he ordered two repeats of slightly amended copy; that tells the tale. The very different readers are usually found to be very human, after all.

* * *

An advertiser who takes his list of addresses from published advertisements finds that more than a few letters come back as undeliverable on account of the lack of street address. This is a hint to the small manufacturer that he

would do well to include his street address, not for the purpose of getting all circular matter that people may want to send him, but because he may now and then lose a valuable inquiry by being too certain of his fame even in his own city.

* * *

The concern was "long on system," and its blank for ordering printed matter included many questions. When the new advertising man had described the job he wanted put through—its length, thickness, depth, color, purpose, quantity now on hand, quantity used per month, quantity expected to be used per month, by whom it is to be used, etc., and finally got down to the space for "Remarks," he was puzzled as to what more he could dig up to say. Suddenly a gleam of inspi-

ration spread over his amiable countenance: "Fine day," wrote he.

The

Missing Link Between Advertising and Selling

A man who can weld it (in from 6 to 12 months) will accept engagement at \$1000 per month for all of his time—consistent rates for less. Now Director of Sales for a corporation of international reputation. Inquiries confidential. Address "C. M. W." care Printers' Ink.

102% Efficiency

The five active New York life insurance companies show an average record of Efficiency from organization to date of 64%, the highest one is below 70%. For 20 years we have represented the strongest Life Insurance Company in America, 102% Efficiency to date.

Can you afford anything less when this is obtainable?

J. A. Steele, Winthrop Steele
170 Broadway, New York

Get "Out of the Rut"

The Smart Set Magazine's handsome 25c edition of John Adams Thayer's famous book "Astir," with an added chapter.

It may help you to
Get Out of a Rut.

"Breath-stopping, hair-raising frankness." W. D. Howells.

"Men who toil, men who do and dare, will gain strength from reading this book."—Denver Republican.

25c—On All News Stands—25c

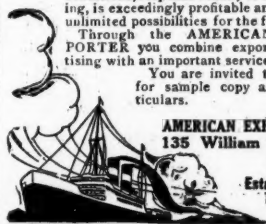
Or of John Adams Thayer Corporation, New York

Are You Developing Your Export Markets?

There is not a more important part of a manufacturer's business than his Foreign Trade. It offers a means of relief from quiet domestic conditions, responds readily to advertising, is exceedingly profitable and offers unlimited possibilities for the future.

Through the AMERICAN EXPORTER you combine export advertising with an important service.

You are invited to write for sample copy and particulars.



AMERICAN EXPORTER
135 William Street
N. Y.
Established 1877

Edw-Edz

Celluloid

Use these Guides Tipped with Celluloid

Don't crack, curl, fray or require additional filing space. Always clean. Don't show finger-marks. All colors—plain or printed as desired. Only Tip in one piece. All sizes.

Write for Samples.

STANDARD INDEX CARD CO., 701-700 Arch St., Philadelphia

DES MOINES CLUB ADVOCATES "PRINTERS' INK" STATUTE

At the monthly meeting of the Des Moines Admen's Club, January 30, it was resolved to adopt a resolution embodying the statute against fraudulent advertising as proposed by **PRINTERS' INK**, and a committee was appointed to draft a resolution to that effect. The committee's action was formally endorsed by the club on February 6.

The resolution follows:

Whereas, The Des Moines Admen's Club has devoted an entire monthly meeting to the discussion of the destructive effects of dishonesty in advertising; and with a full realization of the evils resulting therefrom as well as the benefits that would accrue from an adoption of a high standard of honesty in the wording of advertisements of all kinds; and

Whereas, At this meeting three carefully prepared papers were read presenting the views of a retailer, a publisher, and a lawyer; and

Whereas, The statute proposed by **PRINTERS' INK** for the remedy of this condition, was discussed in both its commercial and legal phases; and

Whereas, It was the unanimous consensus of opinion that such an act was necessary, not alone for the prevention of absolute dishonesty but also to the end of curbing gross exaggeration and wilful misrepresentation; and

Whereas, The entire meeting was replete with proofs of the ultimate success of any business in which strict honesty dominates; therefore be it

Resolved, That the Des Moines Admen's Club does hereby endorse the statute advocated by **PRINTERS' INK** and strongly urges and recommends its enactment and adoption in Iowa and elsewhere; and to this end the Des Moines Admen's Club tenders its services in any reasonable and consistent manner.

Y. M. C. A. OPENS ADVERTISING FORUM

"The right man in the right place," is how the educational department of the West Side branch, New York Y. M. C. A. feels about Waldo P. Warren, director of the Advertising Forum, which opens on Monday night, February 19, says the organ of that organization. Mr. Warren was for seven years advertising manager of the Marshall Field Company, the big department store of Chicago. He is also author of "Thoughts on Business." Mr. Warren has been busy for several weeks past planning for the Forum and has secured the very pick of leading advertising men as lecturers. Every speaker is a specialist in some field of advertising. Addresses have been so arranged that they will cover every phase of advertising endeavor. The Forum will meet every Monday night for fifteen weeks. Among the speakers will be: Harry Tipper, Emerson P. Harris, Robert Tinsman, Robert A. Holmes, Clowry Chapman, J. D. Kenyon, J. K. Fraser, Dan A. Carroll, Chas. E. Jones, J. R. Wakeman.

NEW BUSINESS IN NEWSPAPERS

On March 2 the Clark Blade & Razor Company will open a national campaign, using large space in *The Saturday Evening Post*. From this firing of the opening gun, the campaign will swing into the newspapers. It is planned to cover the whole country, taking sections at a time.

Julius Kayser & Company, of New York, manufacturers of gloves, are starting an advertising campaign on an extensive scale. The campaign, which will involve an expenditure of \$50,000 within the next ten weeks, will cover the whole country. Newspapers will be used exclusively.

The South as far West as Texas is included in an advertising campaign just started by the Van Orden Corset Co. of Newark, N. J. This company has been using the newspapers in the cities where its branch stores are located and also where demonstrations of the product have been held. The advertising will extend over a period of ten weeks and will be confined to the newspapers.

NEW MAGAZINE APPEARS

The first issue of *By Land and Sea*, an illustrated fortnightly of touring and travel, has appeared under the date of January 17. In connection with the magazine there has been established a "mutual service office" whose manager's duty is to supply aid in the preparation of journeys or motor tours. This is given to every subscriber free on application. The pages are 9 by 12 inches, outside measure, and the first issue contains a goodly volume of advertising. E. E. Schwarzkopf, New York, is the publisher, Edwin Emerson the editor, and T. F. Moore the advertising manager. Mr. Schwarzkopf founded *Automobile Topics*.

BACK HONESTY WITH FORFEIT

The Paquet Company, Ltd., of Quebec, Can., in striking half-page display offers to forfeit \$1,000 if it can be proved that their "advertising is wilfully untruthful or misleading, that the values are exaggerated, that the regular prices quoted for the purpose of comparison with the selling prices, in the case of goods which have been reduced in price, are other than the actual marked prices at which the goods advertised were formerly offered for sale by the store, or that goods stated to have been purchased at an advantageous price, and described as a special purchase, are taken from the regular stock."

HINCKLEY BUYS INTO "HOME LIFE"

Arthur A. Hinckley has purchased an interest in *Home Life*. Mr. Hinckley, who until very recently was connected with N. W. Ayer & Son, will make his headquarters in Chicago, covering the Western field for his publication in an advisory capacity. Mr. Hinckley was at one time in the newspaper business.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENTS

LET us write your copy, make your illustrations, buy your space—no matter what your business, or where located. Follow-up letters, Booklets. Economy for you down to the last notch. We'll dig right in the moment you send data. 15 years at it.

R. R. HURLBUT, Advertising
208 Bulletin Building, Philadelphia

ADVERTISING AGENCIES

CLASSIFIED ADS—Ask for lists or estimates. **KLINE AGENCY, Cleveland, Ohio.**

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

In Cuba and the West Indies

THE Beers Advertising Agency

is the one to consult

THEY ARE ON THE SPOT
YOU know what that means!

37 Cuba Street, Alton (Upstairs) Havana, Cuba
CHAS. H. FULLER Co., Chicago, Ill., Corr.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Char-4 lotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

ADVERTISING NOVELTIES

APPROPRIATE ARTICLES for advertising hotels, cafes, cigar stores, restaurants. Things men keep, use and appreciate. Samples and information **Free.** **BASTIAN BROS. CO.,** Rochester, N. Y.

BILLPOSTING

8¢ Posts R.I.

Listed and Guaranteed Showing Good Locations
Mostly individual boards. Write for open dates
Standish Adv. Agency... Providence R.I....

BUSINESS OPPORTUNITIES

BUSINESS LETTERS with an interest awakening unusualness. **FRANCIS I. MAULE,** 401 Sansom Street, Philadelphia.

MR. MANUFACTURER

What have you that we can handle to the advantage of both? We have been in the Addressing and Form Letter business for the past 8 years in a city of 350,000. Have a well-equipped plant. We want to broaden out by adding some side line that will work well in connection with our regular line. Reference. Box 996, care Printers' Ink.

COIN CARDS

WINTHROP COIN CARDS. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS,** Coin Card Department, 60 Murray St., New York, N. Y.

ENGRAVING

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.,** Youngstown, Ohio.

HELP WANTED

Agency Opportunity

for a man with combined "copy" and "selling" experience

A Canadian Advertising Agency, of high standing, requires a man to take charge of a portion of its accounts. Must know copy, and be able to write forcefully. Preferably a man with newspaper training, and one with some experience in selling either goods or advertising. Write fully, stating salary required. Box "CAN," care of "Printers' Ink."

MISCELLANEOUS

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

NAMES

NAMES FOR SALE—All Classes, Agents, Farmers, Housewives, all business getters. Try 300 assorted in Texas—a state that is not worked to death—300, \$1.

W. R. SUMMERHARGES

Kenville, Texas.

POSITIONS WANTED

SALES AND ADVERTISING MANAGER with ten years' wholesale and mail order experience wishes connection with a good concern. Original, forceful, executive ability and an expert sales letter writer. 316 Marion St., Elkhart, Ind.

CAPABLE, efficient, experienced young man (26) desires position as copy writer or assistant to ad. manager. Employed at present.

"J. O. B."

Care of Printers' Ink.

ADVERTISING MANAGER

holding responsible position in Philadelphia under unhealthful, uncongenial conditions, desires change. **JENSON O. CADMUS**, General Delivery, Philadelphia.

ADVERTISER, GENERAL, Specialties: Wines, Spirits and Tea, 32, practical, progressive business man, intelligent, good education, first rate recommendations for results and ideas, wants situation with concern of paper. Answer, "ABILITY," care of Printers' Ink.

YOUNG MAN, 30, wants position where nine years' experience in advertising and publishing work as office man, solicitor and New England representative will render him valuable. At present Advertising Manager of small publication. Salary second consideration. Address "L. M. T." care of Printers' Ink.

CAN YOU USE

the services of a young man, 26 years old, married, who has had 5 years' experience in agency work and 2 years' in a printing office? Can be very valuable as assistant advertising manager or office man in an agency. A correspondent and accountant. Salary \$25.00. Address F. Box "Z," care of Printers' Ink.

ADVERTISING and Sales Manager with ten years' successful experience open for change. Has handled advertising of big manufacturing concerns in Machinery and Mechanical lines. Formulates plans and produces copy that sells goods. Has executive ability, tact, judgement and valuable business getting experience. Address "PRODUCER," care of Printers' Ink.

I am AMBITIOUS, INITIATIVE,

and not afraid of work. I want to learn to do advertising. I am a young college man with a successful business record and some catalogue experience. My age is 23. I know small town people and conditions. Salary of small consideration. Prefer to work in middle west. Address "F. C." care of Printers' Ink.

Man Who Can Sell Goods By Mail

has a proposition to make to a manufacturer or department store who wants to increase, or create, a mail order business. Ten years' experience in advertising work. A leading mail order advertising man has said, "If any one questions your ability refer him to me." Will give all my time to your business. Write me now. "SEWARD," care of Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, 334 Fifth Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1910, 22,616. Best advertising medium in Alabama. Montgomery, *Advertiser*, net av. year 1911, Dy. 17,569; Sun., 22,238. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

CALIFORNIA

San Francisco *Examiner*. Net paid circulation for 12 months ending Dec. 31, 1911: Average, Daily and Sunday, net paid circulation 108,123; distribution, 109,752. Average, Daily only, net paid, 97,827; average distribution, 99,394. Average, Sunday only, net paid, 179,817; average distribution, 181,816. The absolute correctness of these figures is guaranteed by Printers' Ink Publishing Co., who will pay \$100 to the first person who will successfully controvert the accuracy of these figures. The *Examiner* is the ONLY newspaper in San Francisco with the Printers' Ink Guarantee Star. The circ. of the *Examiner* is greater than that of other morning papers of San Francisco COMBINED; is by far the greatest newspaper circ. on the Pacific Coast, and is the largest circ. of any morning or even'g newspaper in America selling for more than one cent.

COLORADO

Denver, *Times*. Second in circulation in the city. Daily average, July 1st, 1910-June 30, 1911, 26,822.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1910, 7,739; average for 1910, 7,801. Meriden, *Morning Record & Republican*. Daily aver. 1909, 7,739; 1910, 7,873. New Haven, *Evening Register*, daily. Aver. for 1910 (sworn) 19,096 daily 2c.; Sunday, 14,753, 5c. New Haven, *Union*. Largest paid circ. Av. year 1911, 17,993 daily. Paper non-returnable. Norwalk, *Evening Hour*. Average circulation 1911, 3,845. Carries half page of wants. Waterbury, *Republican*. Examined by A. A. regularly. 1911, Daily, 7,515; Sunday, 7,559.

DISTRICT OF COLUMBIA

Washington, *Evening Star*, daily and Sunday. Daily average 1911, 57,797 (☉). Carrier delivery.

FLORIDA

Jacksonville, *Metropolis*, Dy. '11, 15,063; Dec., '11, 15,257. E. Katz Sp. A. A., N. Y. and Chicago.

ILLINOIS

Chicago *Examiner*, average 1910, Sunday 624,607, Daily 210,657, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all. The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT. The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Champaign, *News*. Leading paper in field. (Champaign-Urbana.) Average year 1911, 5,327. Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1911, 8,114. Peoria, *Evening Star*. Circulation for 1911, 21,140.

INDIANA

South Bend, *Tribune*. Sworn average 1911, 12,805. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1911, daily, 9,426; Sunday, 10,331. "All paid in advance." Des Moines, *Register & Leader* (av. '10), 35,963. *Evening Tribune*, 19,103 (same ownership). Combined circulation 54,766—35% larger than any other Iowa paper. Supreme in want ad field. Dubuque, *Times-Journal*, morn. and eve. Pd. in advance July 20, 1910; dy. 9,023; Sun. 11,426. Washington, *Eve. Journal*. Only daily in country. 1,956 subscribers. All good people. Waterloo, *Evening Courier*, 53d year; Av. dy. year 1911, 8,139. Waterloo pop., 27,000.

KENTUCKY

Lexington, *Herald*. Sworn average 1911, 7,895. "When you advertise in Lexington *Herald*, you cover Central Kentucky." Louisville, *Courier Journal*. Average 1911, daily and Sunday, 23,811. Louisville, *The Times*, evening daily, average for 1911 net paid 47,958.

MAINE

Augusta, *Kennebec Journal*, daily average 1910, 9,319. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1911, daily 19,444.
Portland, *Evening Express*. Average for 1911, daily 17,639. Sunday *Telegram*, 12,618.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, 79,636. For Dec., 1911, 77,163.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Evening Transcript* (C.C.). Boston's tea table paper. Largest amount of week day ad.

Boston, *Globe*. Average circulation. Daily (2 cents a copy).
1911, 186,614—Dec. av., 187,178.

Sunday

1911, 323,147—Dec. av., 324,476.

Advertising Totals: 1911, 8,376,061 lines

Gain, 1911, 447,953 lines

3,227,921 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.

Boston, *Daily Post*. Greatest Jan. of the Boston Post. Circulation averages: *Daily Post*, 388,800, gain of 27,023 copies per day over Jan., 1911. *Sunday Post*, 517,871, gain of 17,052 copies per Sunday over Jan., 1911.

Lawrence, *Telegram*, evening, 1910 av. 8,543. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1909, 16,839; 1910, 16,863; 1911, 16,887. Two cents.

Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1910, 18,763.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Larg'est ev'g cir.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Guaranteed circulation 80,000.

Jackson, *Patriot*, Aver. year, 1911, daily 10,950. Greatest circulation.

MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 23,118.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec., 31, 1911, 103,738.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*, Daily

and Sunday (C.C.). In 1911 average daily circulation evening only, 78,119. In 1911 average Sunday circulation, 82,203. Daily average circulation for January, 1912, evening only, 77,946. Average Sunday circulation for Jan., 1912, 82,887. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company.

CIRCULATION

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1857. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 91,360. Average circulation of Sunday *Tribune* for same period, 81,822.

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1911, 123,829

NEW JERSEY

Camden, *Daily Courier*, covers Southern New Jersey. 9,988 average year 1911.

Camden, *Post-Telegram*, 10,616 daily average 1911. Camden's oldest daily.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. 10-107, 20,370; '08, 21,326; '09, 19,062; '10, 19,338; '11, 20,115.

NEW YORK

Albany, *Evening Journal*. Daily average for 1911, 18,321. It's the leading paper.

The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn." Daily average for 9 months, 1911, 60,003.

Buffalo, *Courier*, morn. Ave., 1911, Sunday, 97,764; daily, 80,368; *Enquirer*, evening, 33,891.

Buffalo, *Evening News*. Daily average for 1909, 94,307; 1910, 94,322; 1911, 94,724.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1911, 6,237.

NEW YORK CITY

The Globe Largest high-class evening circulation. Counts only cash sales. Net cash daily average, Sept. 1, 1911, to Jan. 1, 1912, 130,670. A. A. A. and N. W. Ayer & Son certificates.

New York, *The World* Actual av. 1910, Morning, 362,108. Evening, 411,320. Sunday, 467,664.

Schenectady, *Gazette*, daily. A. N. Lietz. Actual Average for 1911, 30,817. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Troy, *Record*. Av. circulation 1911, (A. M., 8,822; P. M., 12,738) 24,067. Only paper in city which has permitted A. A. A. examination, and made public thereof

Utica, *National Electrical Contractor*, mo Average for 1911, 2,825.

NORTH CAROLINA

Charlotte, *News*, only Evening and Sunday paper in two Carolinas. The *News* leads.

OHIO

Cuyahoga, *Evening Telegraph*. Daily average for 1910 1,753. *Journal*, weekly, 976.

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1911: Daily, 95,129; Sunday, 125,191. For Dec., 1911, 96,549 daily; Sunday, 129,111.

Youngstown, *Vindicator*. D'y av., '10, 15,690; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, *Oklahoman*. Ave. Jan., 1912, daily, 41,800; Sunday, 48,979.

PENNSYLVANIA

Erie, *Times*, daily. 21,494 average, Jan., 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Johnstown, *Tribune*. Average for Nov., 1911, 14,985. The recognized "home" paper of Johnstown. Largest circulation of any paper published in the city.

Philadelphia, *The Press* (☆☆) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, 86,868; the Sunday *Press*, 174,272.

Washington, *Reporter and Observer*, circulation average 1911, 13,553.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1911, 15,849. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening; best medium of anthracite field for advertising purposes.

York, *Dispatch and Daily*. Average for 1911, 13,527. (A. A. A. certificate.)

RHODE ISLAND

Fawcett, *Evening Times*. Average circulation for 1911, 30,397—sworn.

Providence, *Daily Journal*. Average for 1911, 23,097 (☆☆). Sunday, 32,658 (☆☆). *Evening Bulletin*, 20,486 average 1911.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 6,445.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily av. Aug. to Aug., 7,705. 9 mos. '11, 8,246.

VERMONT

Barre, *Times*, daily. Only paper in city. Av. 1911, 5,764. Examined by A. A. A.

Montpelier, *Argus*, dy., av. 1911, 3,166. Only Montpelier paper examined by the A. A. A.

VIRGINIA

Danville, *The Bee* (eve.) Aver. Jan., 1912, 8,187. *The Register* (morn.), av. Jan. '12, 8,136.

WASHINGTON

Seattle, *The Seattle Times* (☆☆) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1911 cir. of 84,005 daily, 83,746 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great *productive value* to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

Tacoma, *Ledger*. Average year 1911, daily, 19,001. Sunday, 37,288.

Tacoma, *News*. Average for year 1911, 19,310.

WISCONSIN

Fond Du Lac, *Daily Commonwealth*. Average year 1911, 3,971. Established over 40 years ago.

Janesville, *Gazette*. Daily average, January, 1912, daily 6,016; semi-weekly, 1,725.

Madison, *State Journal*, daily. Actual average circulation for year 1911, 7,917.

Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for year 1911, 44,768, an increase of over 3,000 daily average over 1910. *The Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

Milwaukee, *The Milwaukee Journal* (eve.) Daily Av. circ. for 12 mos. 1911, 65,446. This is double the circulation of any other Milwaukee evening daily. Paid city circulation twice as large as that of any other Milwaukee paper. The *Journal* carried more advertising in 1911 than any other Milwaukee paper. Advertising rate 7c. per line flat. C. D. Bertolet, Mgr. Foreign, Boyce Bldg., Chicago; J. F. Antisdal, 366 Fifth Ave., N. Y. City.

Racine, (Wis.) *Journal-News*. *Journal* purchased *News* Jan. 8, 1912. December circulation, *Journal*, 5,726. Combined issue now 7,665. Unqualified largest, proven, sworn and detailed list in city and county.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1910, daily, 46,131; daily Dec., 1911, 57,761; weekly 1910, 26,446; Dec., 1911, 33,723.

Winnipeg, *Der Northwestern*. Canada's National German weekly. Av. 1911, 22,025. Rates 56c. in.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1910, 3,133.

QUEBEC, CAN.

Montreal, *La Presse*. Daily average for year 1911, 104,197. Largest in Canada.

Montreal, *La Patrie*. Ave. year 1911, 46,952 daily; 65,997 weekly. Highest quality circulation.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN *Register*. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☉☉), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE *Chicago Examiner* with its 624,607 Sunday circulation and 210,657 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

INDIANA

THE *Indianapolis Star*, Indianapolis, Ind., is the leading "WantAd" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE *Boston Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE *Boston Globe*, daily and Sunday, for the year 1911 printed a total of 498,000 paid want ads; a gain of 18,723 over 1910, and 340,556 more than were printed by any other Boston newspaper.



MINNESOTA

THE *Minneapolis Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATING



by Printers' Ink Pub. Co.

THE *Minneapolis Tribune* is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Dec., '11, amounted to 183,657 lines. The number of individual advertisements published was 26,573. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE *Minneapolis Journal*, daily and Sunday. The Northwest's Greatest Want Ad Medium. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Eight cents per agate line it charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE *Joplin Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

NEW YORK

THE *Albany Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE *Buffalo Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE *Youngstown Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE *Chester, Pa., Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE *Salt Lake Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada:

(◎◎) Gold Mark Papers (◎◎)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The *Mobile Register* (◎◎). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Daily average, 11,87,613. (◎◎). Delivered to nearly every home.

ILLINOIS

Bakers' Helper (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The *Inland Printer*, Chicago (◎◎). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (◎◎). Best paper in city; read by best people.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston *Evening Transcript* (◎◎), established 1820. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (◎◎). Only French paper among 75,000 French population.

MINNESOTA

The *Minneapolis Journal* (◎◎). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (◎◎) is THE advertising medium of Brooklyn.

Century Magazine (◎◎). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (◎◎). Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING CO.

Electrical World (◎◎) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering News (◎◎). Established 1874. The leading civil engineering paper in the world. Av. circulation over 19,000 weekly.

Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 8,000 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers' Magazine (◎◎). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 263 Broadway, New York City.

New York Herald (◎◎). Whoever mentions America's leading newspaper mentions the *New York Herald* first.

The *Evening Post* (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The *Evening Post*." —Printers' Ink.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The *New York Times* (◎◎) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (◎◎) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

PENNSYLVANIA

The *Press* (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 68,563; Sunday, 174,372.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (◎◎), only morning paper among 600,000 people.

TENNESSEE

The *Memphis Commercial Appeal* (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial Appeal* passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The *Seattle Times* (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The *Milwaukee Evening Wisconsin* (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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No Saturation Point for Printers' Ink Advertisers

Like the old riddle of the horse and the stick of candy, "the harder you lick it, the faster it goes." Read what Wm. H. Rankin, Vice-President of the Mahin Advertising Company of Chicago, says about it:

*** Our last page advertisement in Printers' Ink has already brought us fifty percent more in dollars and cents than the advertisement cost us with no indication of a let-up. In orders coming in from leading advertising men of America Printers' Ink has always been the best seller of Mahin Advertising Data Books and this year it is outdoing its own previous records.

WM. H. RANKIN, Vice-Pres.

MAHIN ADVERTISING COMPANY

Perhaps **you** would like to reach the "leading advertising men of America"?

If you still have doubts as to the best way to do it—ask Mr. Rankin—he knows.

Printers' Ink Publishing Co.
12 West 31st Street New York City



\$500.00 In Cash Prizes

For years we have been telling advertisers and advertising agencies of the merits of "Home Life" as an advertising medium.

We have been setting forth its value as a small-town-field publication, and the advantage of continuous and liberal use of our advertising columns.

We know there are many advertising managers, copy writers and advertising students who could give us valuable ideas, and to secure these ideas we offer prizes aggregating \$500.00 in cash—for the best worked out plans to advertise "Home Life" among advertisers and advertising agencies—to be awarded as follows:

FIRST PRIZE	\$300.00
SECOND PRIZE	50.00
THIRD PRIZE	50.00
FOURTH PRIZE	25.00
FIFTH PRIZE	25.00
SIXTH PRIZE	25.00
SEVENTH PRIZE	25.00

Consider "Home Life" as a business proposition, to be presented by you to business men.

Any information regarding the magazine and the territory it covers, that you think will be helpful to you in developing your ideas, will be furnished upon request. Address, Publisher, Home Life.—Chicago, Ill.

All plans must be in our hands by April 15, 1912.

JURY OF AWARD

J. M. HOPKINS, Gen. Mgr., Printers' Ink.
 CARL P. JOHNSON, Copy Dept., Lord & Thomas.
 J. F. RYAN, V. P., Taylor-Critchfield Corp.
 J. F. MATTESON, Mgr., Gundlach Adv. Agency.

Announcement of the result of the contest will appear in one of the May issues of Printers' Ink.

Address: FRANK O. BALCH, Publisher
HOME LIFE - Chicago

